MODERN PACKAGING



SEPTEMBER 1936

Object lesson in Perchandising



point-of-sale material is important:

"We have been successful in getting our displays used mainly because of their designvalue and sturdy utility. Our experience has been that cardboard displays, jumble boxes, etc., while at times less expensive initially, due to their shorter life are more expensive in the long run than metal displays."

Our Metal Merchandising Specialties are designed to match the merchandising requirements of any product—built to sell goods and to keep on selling them. May we help you move your products more rapidly?



MERCHANDISING SPECIALTIES

Rech.



RED CAPS, yellow caps, blue caps . . . green, purple and orange caps . . . black caps, white caps . . . There's a color or tint that is just right to harmonize, or contrast, with the color of your product, label or carton . . . all are shown in Phoenix Decorating Standards, a book containing hundreds of standard colors and combinations . . . coatings, lacquers and litho inks . . . No guessing, no matching . . . the color you select is the color you get . . . Ask a Phoenix Salesman to show you his copy of Decorating Standards . . . it will help simplify a difficult problem, the color problem.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLY!

MODERN PACKAGING

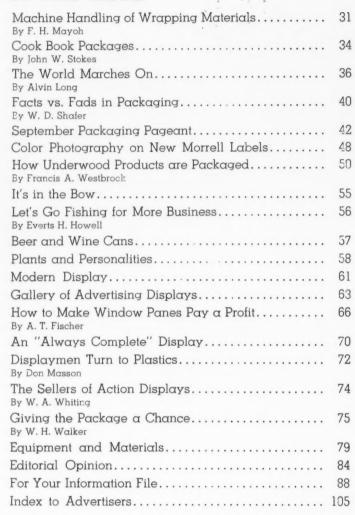
D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 10 NUMBER 1

SEPTEMBER, 1936

IN THIS ISSUE





NEXT MONTH

Twenty states require special labeling or packaging of liquors. With 122 brands packed in various sizes in 375 different individual packages, the plant of Hiram Walker & Sons Inc. at Peoria, Illinois, must be prepared to fill orders for 7500 different packages. How this is done will be described and illustrated in an exclusive article in the October issue.

The color plates illustrating products of the Newton Line Company and used for the front cover of this issue were furrished through the courtesy of F. M. Howell & Company.

Published the 15th of each month by Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western office, 221 N. LaSalle St., Room 620, Chicago, III. Telephone Randolph 6336. Publication office, Erie Ave., F to G Sts., Philadelphia, Pa. Also publishers of Packaging Catalog, Modern Plastics and sponsors of the Permanent Packaging Exhibit.

CHARLES A. BRESKIN D. E. A. CHARLTON Vice-President Vice-President Vice-President Manager R. N. KALB PERRY H. BACKSTROM Advertising Manager F. L. POSNER F. V. POSNER F. L. POSNER Circulation Manager Circulation Manager

Subscription \$5.00 per year. Canadian, \$7.00. Foreign, \$6.00. Price this issue, 50c per copy. Copyright 1936 by Breskin & Charlton Publishing Corporation. All rights reserved. Published in U. S. A. Member of the Audit Bureau of Circulations. Acceptance under the Act of June 5, 1934, at Philadelphia, Penn. Authorized October 4, 1935.

more and more . .

THE FOOD INDUSTRY IS GOING REDINGTON



M ORE leaders in the Food field are using Redington Automatic Packaging Machines today than ever before. Each year sees new names added to the roll call of nationally known food products that are cartoned, wrapped, sealed or Cellophane wrapped on these high speed machines. Redingtons save thousands of dollars annually in lower labor costs. In addition, they play a major part in turning out some of the most unusual packages without prohibitive expense.

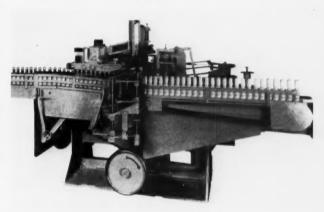
For instance, the distinctive interlocking wrap for cans of Underwood's Deviled Ham... the moisture-proof Junket carton with its double wax wrap that prevents caking... the Hershey carton of 8 individually wrapped pieces of chocolate. And there are many others which Redington ingenuity has helped make practical, such as...

The heat-sealed, stain-proof wrap for None-Such Mince Meat that keeps the carton fresh, spotless, appealing . . . the long cartons of Red Cross Macaroni and Spaghetti . . . the attractive Cellophane wrap for Warfield's Chocolate, protecting it against air, moisture and dust spoilage . . . the list is a long one.

Put this experience to work solving your packaging problems. Get in touch with us—without obligation.

Another Redington Wrapping Machine Installation

Hand wrapping for Lea & Perrins proved costly. Now Redingtons automatically wrap and band bottles of the world famous Lea & Perrins Worcestershire Sauce at a remarkably high speed . . . effecting economies of many thousands of dollars yearly.

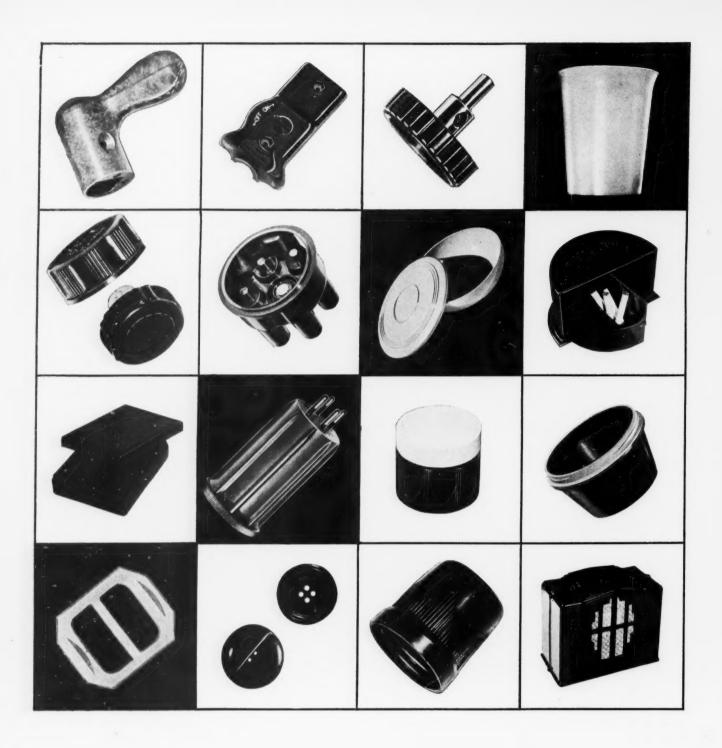


F. B. REDINGTON CO. (Est. 1897) 110-112 S. Sangamon St., CHICAGO, ILL.



for CARTONING . CELLOPHANE WRAPPING . CARTON SEALING

* We'll gladly explain the special features of the Redington installations for any of the packages pictured above



Molded of RESINUX

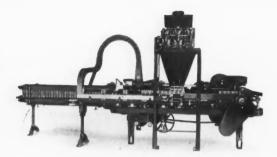
NEED. ASK YOUR MOLDER FOR DETAILED INFORMATION, OR

TEAK VENEER

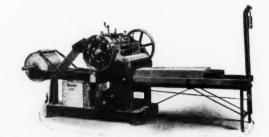
The only paper of its kind on the market, is one of the most recent creations from the Hampden Mills at Holyoke. From all the ordinary wood finishes used in the past TEAK VENEER is refreshingly different. Imagine your new box dressed up with this new wood finish, what an impression it will make with your customers! TEAK VENEER may be had in a number of different rich wood tones. Why not write today for samples and tell us your problem.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.





Carton sealing machine equipped with 6 unit automatic net weigher. Three packages are filled simultaneously. Speed 60 per minute with one operator.



Flain or unprinted cartons are made from paper taken from the roll. Finished cartons are delivered in knockdown form at high speed. Machine not adjustable.



ARE YOU GETTING THE "SQUEEZE"?

When raw material costs go up, and you have reached the top of retail prices, you will get the "SQUEEZE." Many manufacturers now are reducing plant operating costs and meeting the "SQUEEZE" with Packomatic Packaging Machinery.

Send us samples of your product, we will gladly explain how Packomatic equipment will reduce your production costs. You will not be obligated in any way.



Auger type filler for powdered products. Furnished for volume filling or for gross weighing. When proper amount of product is discharged the flow automatically and abruptly stops. Easy to operate and clean.

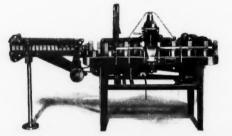
For products that require force feeding or packing. Container telescopes filling tube and lowers as it fills. Instantaneous cut-off insures commercially accurate weights. Speed up to 30 per minute.



WRITE

WIRE

TO KNOW
THE
PACKOMATIC
WAY



Automatic carton sealing machine equipped with volume filler. This machine is limited to cartons ranging up to 3" width, 1½" depth, and 5" height. Operating speed up to 60 packages per minute with one operator.



The new Packomatic Pocket Type Carton Sealing Machine handles cartons up to $6\frac{1}{2}$ " wide, 4" deep and 10" high. Furnished with auger or volume fillers or net weigher. Speed up to 30 per minute.

—BRANCH OFFICES—
20 E. Jackson Bivd.
CHICAGO, ILL.
11 W. 42nd St.
NEW YORK CITY
17551 Daleview Ave.
CLEVELAND, OHIO
430 Howard St.
SAN FRANCISCO, CAL.

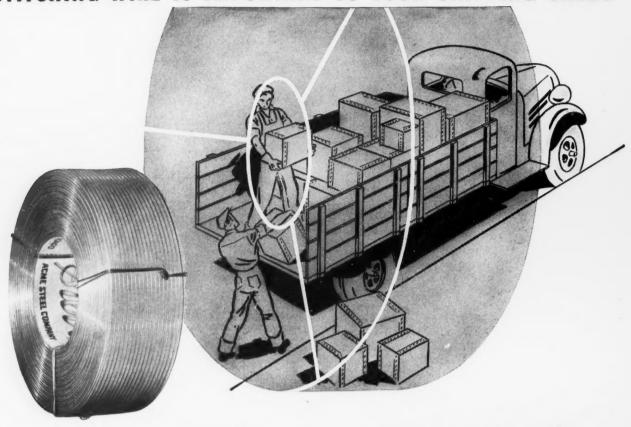
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS



STANLEY

Metallic Seals and Labels

STITCHING WIRE IS IMPORTANT TO YOUR SHIPPING CASES



ACME SUPPLIED LINE REG. U. S. PAT OFF.

SAFELY PERFORMS ITS IMPORTANT JOB

● The quality of the staples in your corrugated and solid fibre shipping cases is important to their appearance and their dependability in transit, handling and storage. Acme Silverstitch is a safe stitching wire. Its thorough galvanizing gives resistance to rust—helps to keep both the shipping cases and the inside packages free from rust blemishes.

Acme Silverstitch is <u>strong</u> — providing stapling that clinches securely and stays that way. The perfectly uniform width, thickness, and the big one-piece, ten-pound coils assure faster, more economical production on your stitching machines.

Because quality is important, leading shippers use Acme Silverstitch.

FREE 5-lb. Coil

Let us send you free a 5-lb. test coil. See for yourself how much better this wire is. Just state size you use.



ACME STEEL COMPANY

GENERAL OFFICES; 2843 Archer Avenue, Chicago, Illinois

Branches and Sales Offices in Principal Cities

STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED AND SOLID FIBRE BOXES

MOISTURE PROOF



The reverse side of this page shows how the simple application of lacquer steps up colors and produces greater beauty and brilliance.

YOU CAN <u>WASH</u> LACQUERED PACKAGES

THE moisture proof lady of the ancient seas was a myth—but not so the modern moisture proof package. Moisture stops when it reaches lacquer-coated paper. Products protected by lacquer-coated packages are not affected by humidity. They are as fresh when opened as they were when packed. And this attractive new protective film ends

damage from scuffs, dust and alkalies as well. Thanks to lacquer, packages can actually be washed to remove unsightly dirt and grime.

Give your package permanent beauty—assure the protection of your product. Use lacquer-coated packages. Your package maker will be glad to supply you with complete details.

COMMERCIAL SOLVENTS CORPORATION
NEW YORK CENTRAL BUILDING, NEW YORK, N. Y.



L. CHAMBON OF PARIS

and

CHAMBON Ltd. of LONDON

ANNOUNCE THE OPENING OF THEIR AMERICAN AFFILIATE

L. C. MACHINERY CO., INC.

460 WEST 34TH STREET, NEW YORK, N. Y.

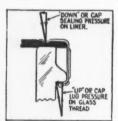
TELEPHONE MEDALLION 3-5383

FOR THE SALE AND SERVICING
OF THEIR ROTARY MULTICOLOR PRINTING
PRESSES AND SPECIAL MACHINES FOR
TRANSFORMING PAPER AND CARDBOARD



We should like to explain briefly and as non-technically as we can what the Anchor Amerseal lug is and what it will do for you.

This construction was developed and perfected by our engineers and is unique; the scientifically designed lugs exerting the greatest possible sealing force with the least amount of turning effort. This is because the major force is straight down, thereby pressing the liner firmly and uniformly against the sealing surface of the glass at all points around the container (See Diagram). Because of the shape of the lugs, their grip is tight and

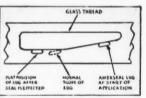


Showing how the downward sealing pressure is effected with the Americal Cap.

non-slipping, yet releases easily. The lugs are so pitched as to put the entire cap under a slight torsional tension when applied. This springlike action holds the cap firmly in place and provides a

working pressure that holds the liner in positive contact with the glass. (See Diagram). Furthermore, excessive friction, wedging or jamming common to other types of

caps is completely avoided.



Note the slope of the lug as the cap is being applied and the flat position when seal is made. This is an exclusive Anchor feature that helps to provide a tension in the cap and greater resilience in sealing.

There are other mechanical advantages to the Anchor Amerseal Cap in the way it effects its seal—but we promised to be non-technical. Just remember

that this lug construction will give you not only the security of mind that comes from assured sealing protection of your product but will make your packages more convenient for consumers and hencemore acceptable and more popular. For more complete details, write us. Anchor Cap & Closure Corporation, Long Island City, New York; Toronto, Canada. Branch offices in all principal cities.

Caps by ANCHOR



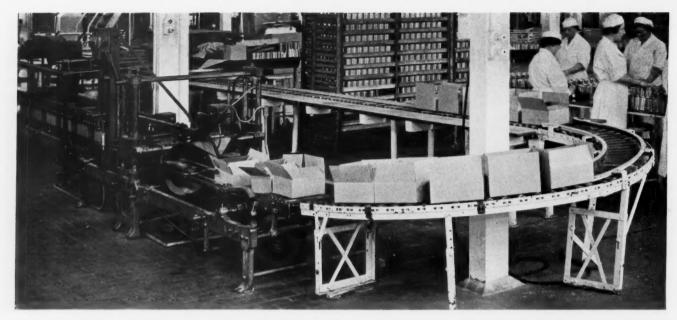
PUT GLASSWARE TO WORK For You

On the utility side, glass makes the finest type of container for a great many products—on account of its convenience, its transparency, its economy and the reassurance it gives consumers. But Capstan glassware can do far more than that—if selected with an eye to design, display possibilities and mass appeal. For example, consider the two types of food containers in the picture above which illustrate how Capstan containers can provide a positive sales incentive. Capstan is equipped to make all manner of pressed and thin pressed tumblers, plain or decorated. The other container, one of Capstan's most popular jars, is repre-

sentative of the way shape and design can be utilized to produce an outstanding package.

Let the Capstan representative make suggestions on putting your containers to work for you—to increase their sales effectiveness. He has a tremendous variety, literally hundreds, of shapes and sizes from which to choose. Remember, too, that regardless of style, Capstan glass quality is unexcelled in strength, in uniformity, in dependability. Capstan Glass Company, Connellsville, Pa. Associate Company, Salem Glass Works. Branch offices in all principal cities.

CAPSTAN Glass



UNDERWOOD DEMANDS FLEXIBILITY PLUS HIGH PRODUCTION!

. . . and gets both with this STANDARD-KNAPP installation

6,500,000 cans of Deviled Ham yearly . . . plus millions of packages of other products pass through this machine.

It's been working for years.

And we've never had a complaint. Underwood never has had a breakdown. What more could be said for the strength, design, stamina and low cost producton of Standard Case Sealers . . . the Standard throughout all industry!

STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

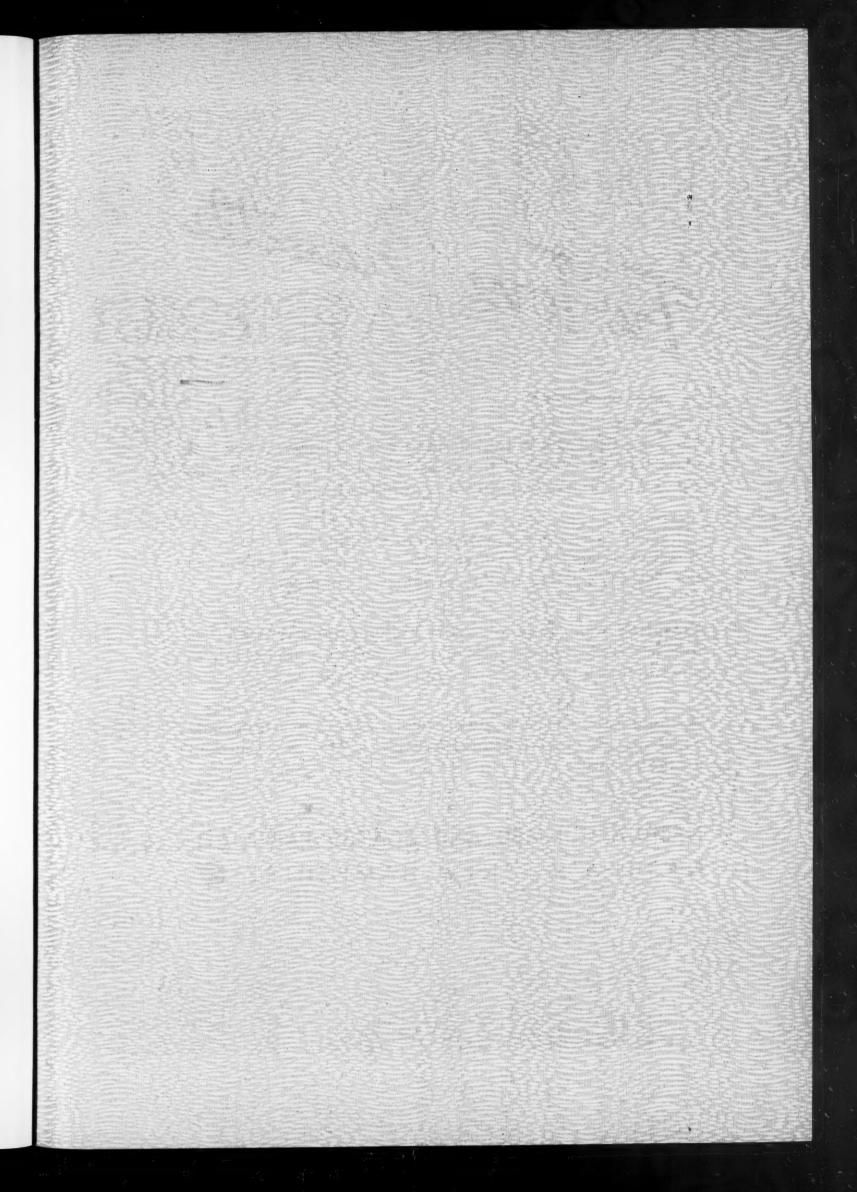
43-27 32nd PL., LONG ISLAND CITY, N. Y. 208 W. Washington Street 1001 Society for Sav. Bldg. CHICAGO

CLEVELAND

909 Western Ave.

420 S. San Pedro St. LOS ANGELES

189 Second Street SAN FRANCISCO Windsor House, Victoria St. LONDON, ENGLAND



Tu-Tone PAPERS

Nashua introduces in this distinctive NEW paper, a box covering that combines all the arresting appeal of richly blended colors with an embossing that is refreshingly different.

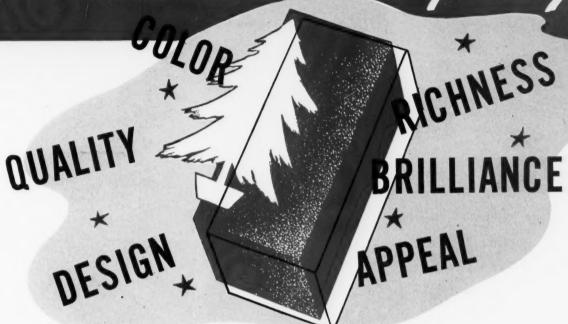
TU-TONE Cravette is a most appropriate choice for manufacturers who depend upon their containers to subtly emphasize the OUTSTANDING quality or value in their product.

Cravette's wide range of colors presents great possibilities for effective containers, and many of the colors are exceptionally suitable for Mother's Day and Easter boxes.

Write for work sheets and the new Tu-Tone Cravette sample book—ALSO, our NEW sample book of Mother's Day and Easter coverings.

NASHUA GUMMED AND COATED PAPER CO.
NASHUA - - NEW HAMPSHIRE

CHRISTMAS CARTONS must have Everything!.



. . and A·C·M Clay Coated Board

has Everything!

A.C.M. CLAY-COATED has every quality necessary to make your Christmas Carton outstanding. Its smooth surface gives crispness to the printing of your design. Its Clay Coating, preventing ink absorption, gives brilliance to its color.

A.C.M. CLAY-COATED in your carton gives it quality. It presents a rich appearance to the eye and a smooth finish pleasant to the touch. The strength and rigidity of A.C.M. CLAY-COATED also enhances the quality of your carton.

Only a fine Clay-Coated board such as A.C.M. CLAY-COATED will give your Christmas Carton the appeal necessary to increase sales.

A.C.M. CLAY-COATED is worth investigating. Write or phone us and a representative will call.

AMERICAN COATING MILLS, INC.

MAIN OFFICE • ELKHART, INDIANA

NEW YORK 22 East 40th Street INDIANAPOLIS
Union Title Building

CHICAGO Wrigley Building



LZWOR

Even Browser has gained a certain respect for Bags by Royal. True, they are just a symbol of food to him, but to a host of manufacturers they have a great many other virtues.

The Security Mills, of Knoxville, Tennessee, use a satchelbottom, bond paper bag with a special inner lining and tin-tie closure for their famous Security Dog Food. This bag is easily opened and closed. It gives the product ample protection. It is strong and attractive and, compared with other packages, it is strikingly inexpensive.

This is but one of many styles of Bags by Royal. There are literally hundreds of others. There may be one ideally suited to your product. The Royal Package Development Department will gladly assist you in making a selection. Write for information.

※ CANINE FOR "WHAT? EATS?"

THOMAS M ROYAL & CO

PHILADELPHIA USA

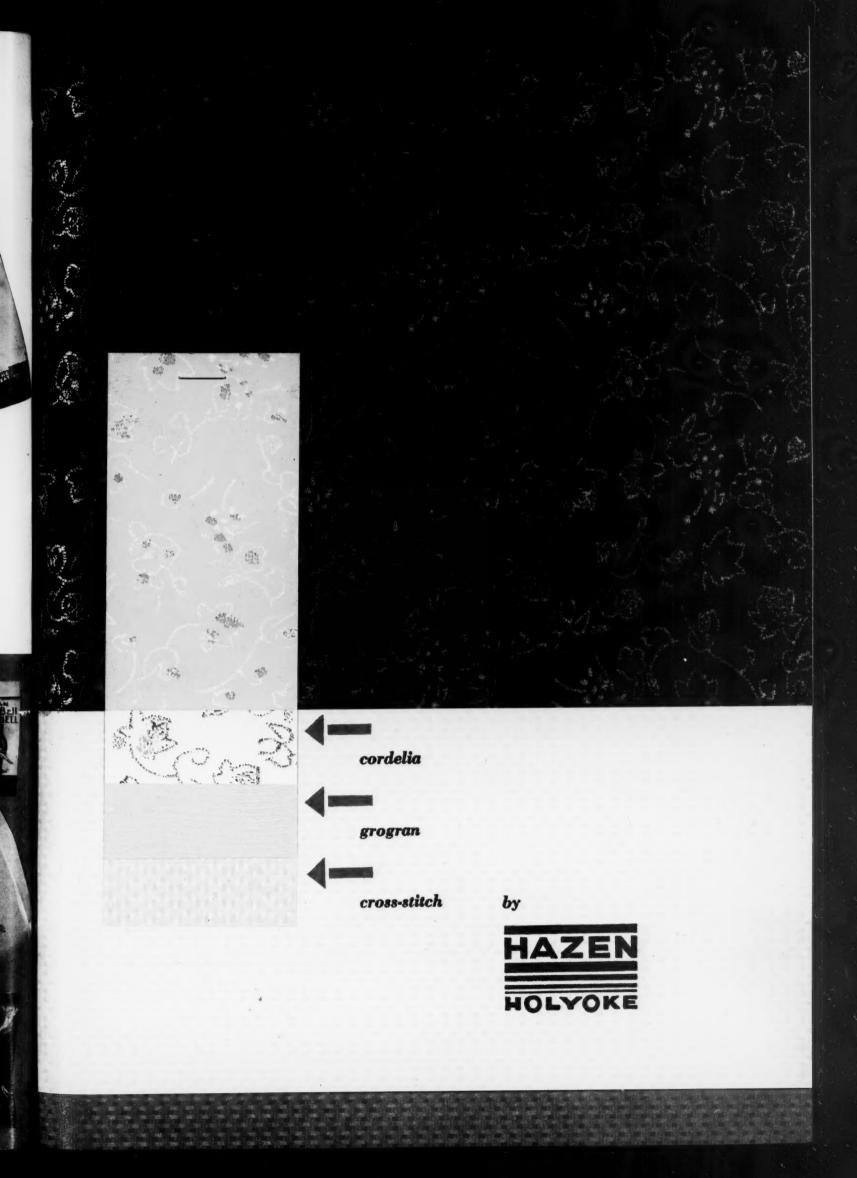
NEW YORK ST. LOUIS

CHICAGO MINNEAPOLIS FORT WORTH

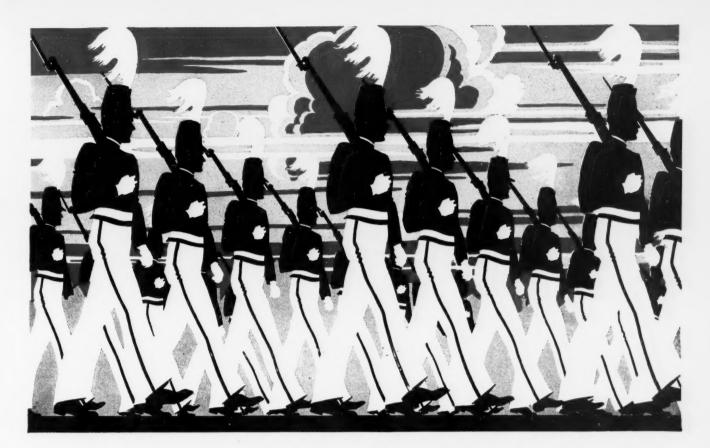
DETROIT SAN FRANCISCO ATLANTA

PITTSBURGH BOSTON SYRACUSE DAYTON HOUSTON









UNIFORMITY

The marching of seasoned troops is an inspiring sight. Precision and uniformity in every movement... the result of fine organization and patient, persistent practice.

As with soldiers, the perfect uniformity of CCS Closures is the result of long experience and careful attention to detail. Every step in their manufacture has been studied and planned with the greatest care. From raw materials to finished product, nothing is left to chance. CCS Closures can always be depended on for perfect uniformity in manufacture, in appearance and in the results they give in the sealing of every container.

To be sure of perfect sealing for your product, specify CCS Closures. Every cap a perfect cap... and every cap alike.

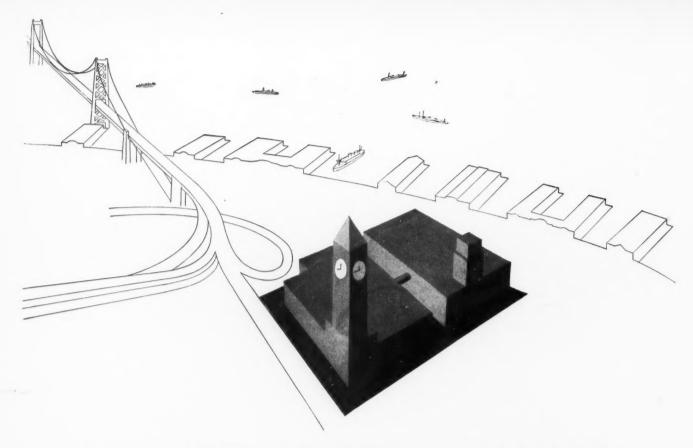


CCS
SCREW CAPS
The improved thread
assures a positive seal

CROWN CORK AND SEAL COMPANY . BALTIMORE, MD.

WORLD'S LARGEST MAKERS OF CLOSURES
FOR GLASS CONTAINERS

There's a CCS Branch near You



TO MEET TODAY'S DEMANDS

Here at the western terminal of the great bridge which spans San Francisco Bay, stands the Schmidt Lithograph Company of San Francisco. The bridge typifies modern engineering skill in its most advanced form, bridging San Francisco with the huge East Bay empire. Schmidt Lithograph Company of San Francisco typifies modern Label and Carton production in its most advanced development, bridging the gap between producer and consumer.

Many eastern distributors of western

products have their labels and cartons designed and printed by us here in the west where the products are packed, and where the labels and cartons are quickly available to all western packers. These distributors save an extra haul across the country and get added attractiveness and sales appeal in their packaging. We'd like to do the same for you. Write for suggestions. (Also ask for a copy of "The World Marches On", a portfolio of modern labels and merchandising helps illustrating the modern trend.)

SCHMIDT • LITHOGRAPH • CO.

SAN FRANCISCO

LOS ANGELES . OAKLAND . FRESNO . SACRAMENTO . HONOLULU

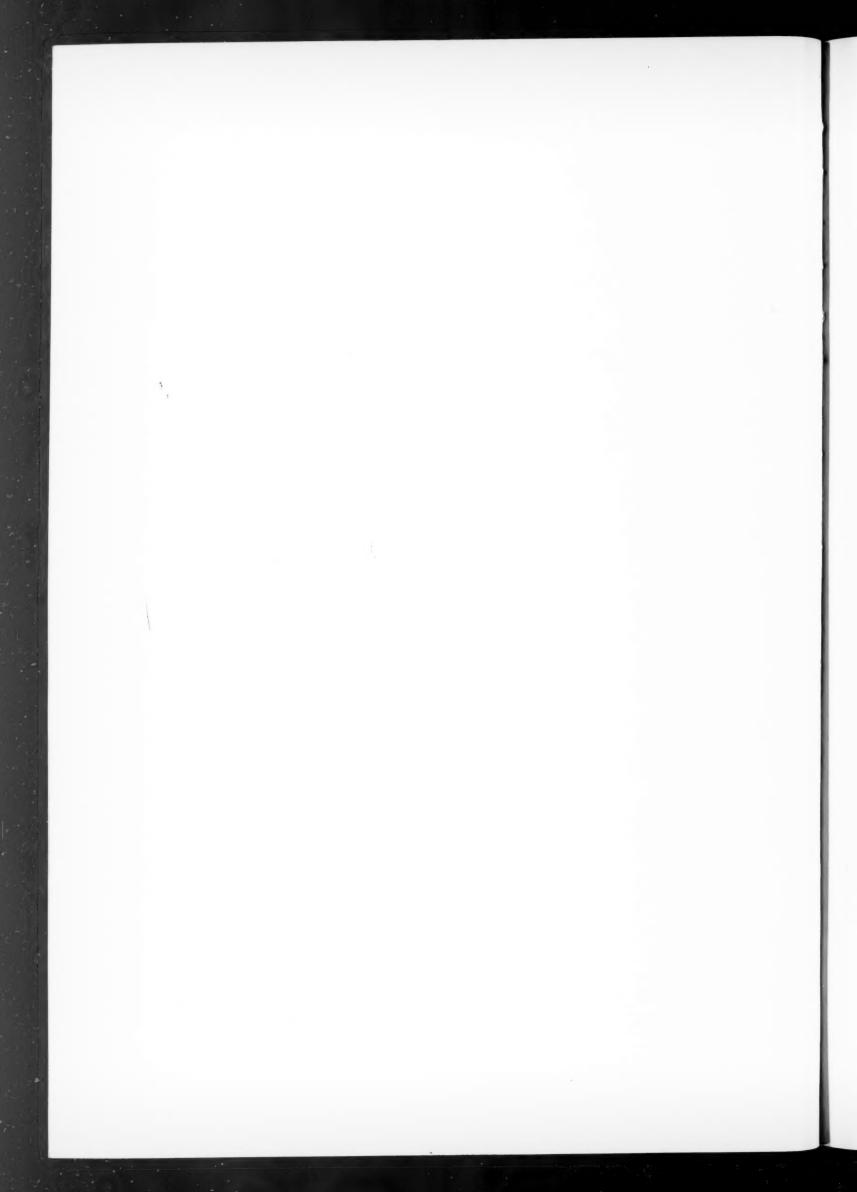
SEATTLE . PORTLAND . SAN ANTONIO . ORLANDO, FLA.



KELLER DORIAN

THE HOUSE OF QUALITY

CHnnounces...



.... the opening of a plant at Stamford, Conn. for the manufacture of STAINLESS METAL FOILS

PROTECTION AND EYE APPEAL PLUS

HEAT PROOF

ODOR PROOF

LIGHT PROOF

VERMIN PROOF

MOISTURE PROOF

PERMANENT BRILLIANCY .

. . ARE ALL THE QUALITIES WHICH WILL BE INCORPORATED IN YOUR PRODUCT WHEN PACKED IN STAINLESS METAL FOILS.

THE PRACTICAL AND ECONOMICAL GENUINE METAL LEAF COVER MADE OF ONLY THE BEST QUALITY METAL OF UNIFORM THICKNESS.

STAINLESS METAL FOILS Are also the proper insulating materials as they have the power to reflect 95% of all radiated heat.

A large list of perishable and semi-perishable products can today be protected and saved. Stainless Metal Foils are the ideal protection for:

PERISHABLE

Butter
Candy in its various forms
Chocolate
Chewing Gum
Tea
Cake
Cheese

Yeast
Ice Cream
Cut Tobacco
Cigarettes
Soap
Milk (Bottle Caps)
Photo Films

SEMI-PERISHABLE

Box Covers

Labels

Box Liners

Vanity Boxes

Cartons
Bottle Cap Liners
Typewriter Ribbons

Bottle Necks

Gift Wrappers
Window Pisplays
Houng Insulation

OUR PLAIN STAINLESS METAL FOIL CATALOG IS AT YOUR DIFPOSAL

KELLER-DORIAN

KELLER-DORIAN

STAINLESS METAL FOIL in its various finishes, PLAIN AND EMBOSSED IN SILVER, GOLD, COPPER, GUNMETAL AND ANTIQUE will hold and attract the eye.

They are the most effective sales medium your product can possess in dressing up your cartons, boxes and all types of packages. The advantages of product protection, durability and display value are combined in these finishes.

Although our Stamford plant is a new mill, it is backed by the knowledge, experience and craftsmanship of our long established European mill, the original manufacturers of foil backed paper.

OUR LIGHT EMBOSSING, HEAVY EMBOSSING AND ANTIQUE CATALOGS CONTAIN OUR FULL RANGE OF DESIGNS AND FINISHES.



. . COTTON VELOUR

On the 18th of March 1888, Mr. A. Keller-Dorian always in search of original and beautiful effects discovered that by applying crushed cotton in powder form on a paper covered with a mordant coating, a perfect imitation could be obtained of

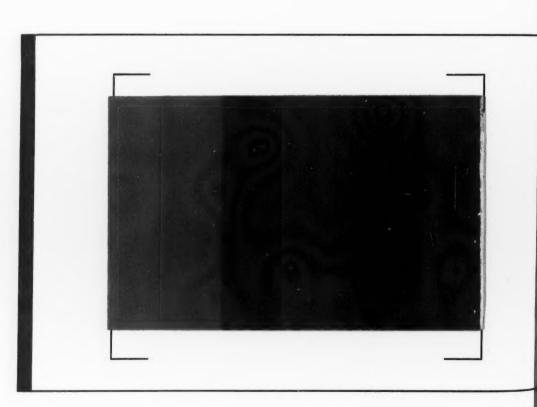
SUEDE LEATHER

This stroke of genius started Keller-Dorian's fame and prestige. Since that memorable day which marks an important phase in the history of Fine Cover Paper Manufacturing

KELLER-DORIAN'S COTTON VELOURS

have attained far reaching renown. All select and exacting users and designers in North and South America, Europe, Asia and Africa have, during these many years acclaimed this quality as the outstanding creation in cover papers.





Obtainable in the twenty exquisite colors contained in our 1936 Catalog.



KELLER-DORIAN

SILK VELOUR

symbol of Beauty — Distinction — and Quality known the world over as the Aristocrat of all DeLuxe Cover Papers.

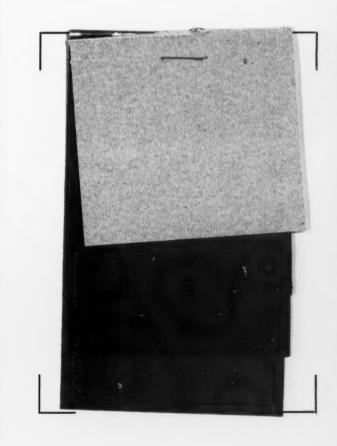
Comes to you in thirteen exquisite colors of appealing freshness.

The use of SILK VELOURS assures the Attention, Value and Magnificence that only this unique real silk surface of outstanding quality can provide.

Exceptional effects can be obtained by printing SILK VELOUR'S unusual surface in line or halftone.

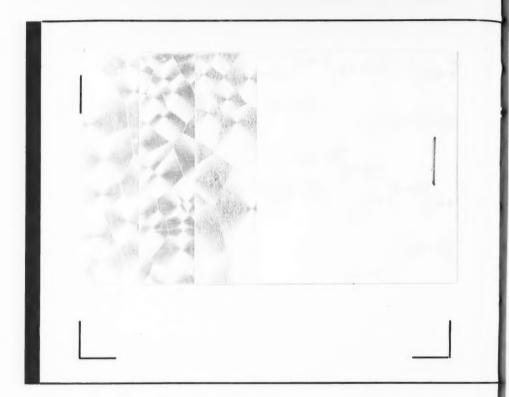
In SILK VELOUR, Keller-Dorian have arrived at a masterly portrayal of color harmony, beauty and effectiveness.

> Ask for our 1936 SILK VELOUR Catalog



10th Price Reduction brings the cost of this quality to 50% of its original value.

KELLER-DORIAN



presents a new Pearl Paper—MOTHER OF PEARL—so low in cost that it permits its use in every field.

ODORLESS NON-CURLING PERFECT PRINTING QUALITIES ABSOLUTE CONTROL OF CRYSTALLISATION

these combined features make Keller-Dorian's 1936 MOTHER OF PEARL ideal for:

Boxes
Greeting Cards
Candy Packages
Announcements

The faint and exquisite pastel shades of the South Sea Shells are reproduced and are available in the many colors contained in our Catalog.

Ask for our MOTHER OF PEARL Catalog

CONTINENTAL GLOSS

comes to you in many colors and designs. The soft luxurious effects shown in our 1936 Continental Gloss Catalog will lend to your

Boxes

Cards

Catalogs

Displays

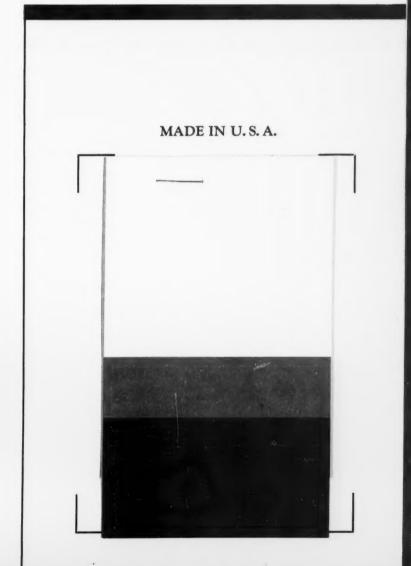
Beauty and Character

CONTINENTAL GLOSS will meet with the approval of your most exacting customers.

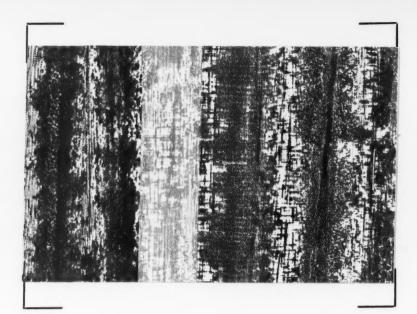
SMART, PRACTICAL and ECONOMICAL

Our 1936 Continental Gloss Catalog is available on request.

KELLER-DORIAN



MADE IN U.S. A.



WOOD GRAIN PAPERS

KELLER-DORIAN in 1936 makes available a series of wood effects closely resembling

OAK PLATANE SYCAMORE
BIRCH CHESTNUT MULBERRY
POPLAR ROSEWOOD MAHOGANY

These papers possess admirable decorative, printing and working qualities so essential to the beauty and construction of boxes, greeting cards, displays and catalogs.

Their low price range and the fact that they are carried in rolls make possible their use for quantity production.

The following papers are fade proof and water fast:

Platane Sycamore Chestnut
Birch Rosewood Mulberry

ASK FOR OUR 1936 WOOD GRAIN CATALOG

KELLER-DORIAN

REPRESENTATIVES

THE PRATT PAPER COMPANY, 136 Federal St., Boston Mass. THE MATTHIAS PAPER CORPORATION.

425 Arch St., Philadelphia, Pa.

THE QUEEN CITY PAPER COMPANY,

2062-2068 Reading Road, Cincinnati, Ohio.

THE CHICAGO PAPER COMPANY, 801 South Wells St., Chicago, Ill. DWIGHT BROTHERS PAPER COMPANY,

626 South Clark St., Chicago, Ill.

THE ORPCO PAPER COMPANY,

158 North Broadway, Milwaukee, Wis.

ORCHARD PAPER COMPANY,

3914-24 North Union Blvd., St. Louis, Mo.

NORTHWEST PAPER SALES INC., 1203 Western Ave., Seattle, Wash. BLAKE, MOFFITT & TOWNE, 242 South Los Angeles St., Los Angeles, Cal.

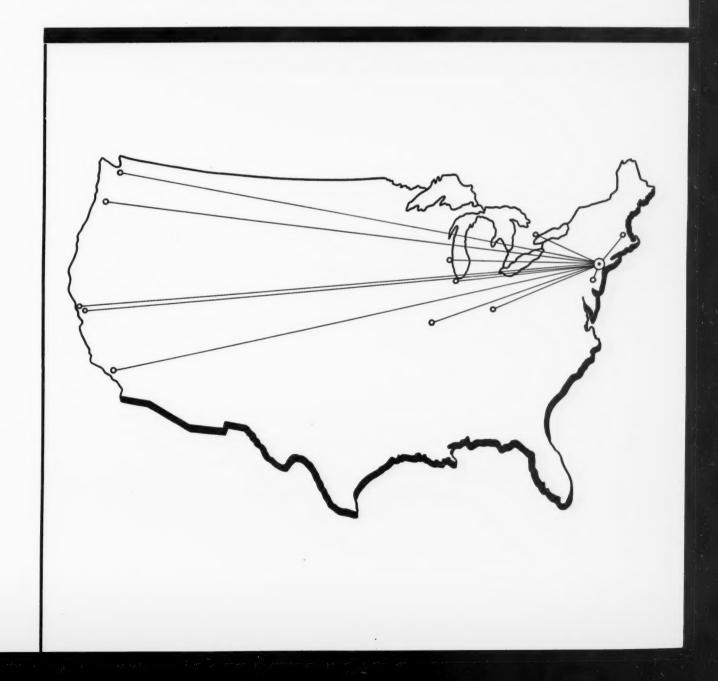
BLAKE, MOFFITT & TOWNE, 41 First St., San Francisco, Cal.

BLAKE, MOFFITT & TOWNE, Sixth & Webster Sts., Oakland, Cal.

PAPER SALES LTD., 11 King St. West, Toronto, Canada.

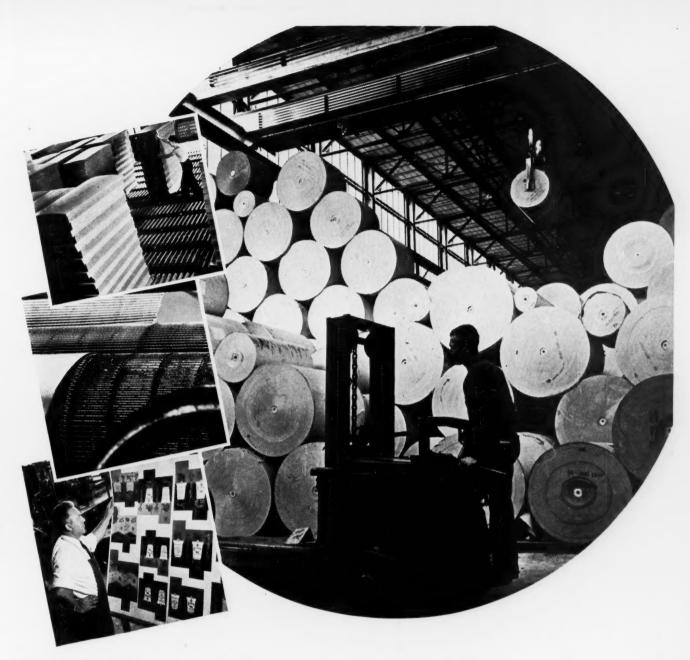
PACIFIC & ATLANTIC TRADING CO., S. A.,

Gante 15 Mexico, D. F., Mexico



KELLER DORIAN PAPER CO...INC.

390 FOURTH AVENUE NEW YORK, N. Y.



1500 Tons of Paperboard a Day

Light in weight . . . low in price . . . revolutionary in display possibilities . . . paperboard packaging has long been known as a boon to shippers, but for many years could not win the confidence it now merits. Container Corporation of America was among the first to realize that scientifically controlled production and accurate laboratory testing could provide the answer to many a packaging problem.

Today, this scientific background makes possible *Concora* shipping cases and folding cartons *pre-proved* for the jobs they are to do, dependably balanced as to display possibilities and protective strength. 1500 tons a day is Concora's paperboard production, assuring prompt, convenient service to customers. Ask a Concora representative for details.

CONTAINER CORPORATION OF AMERICA

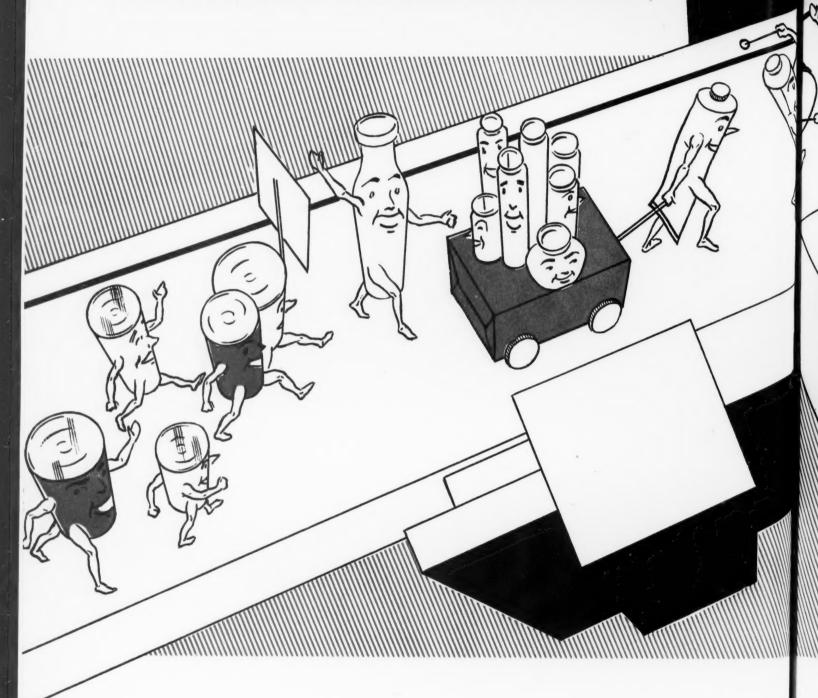
GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS MILLS, FACTORIES, AND SALES OFFICES AT STRATEGIC LOCATIONS

Clears up the subject of Corrugated Containers

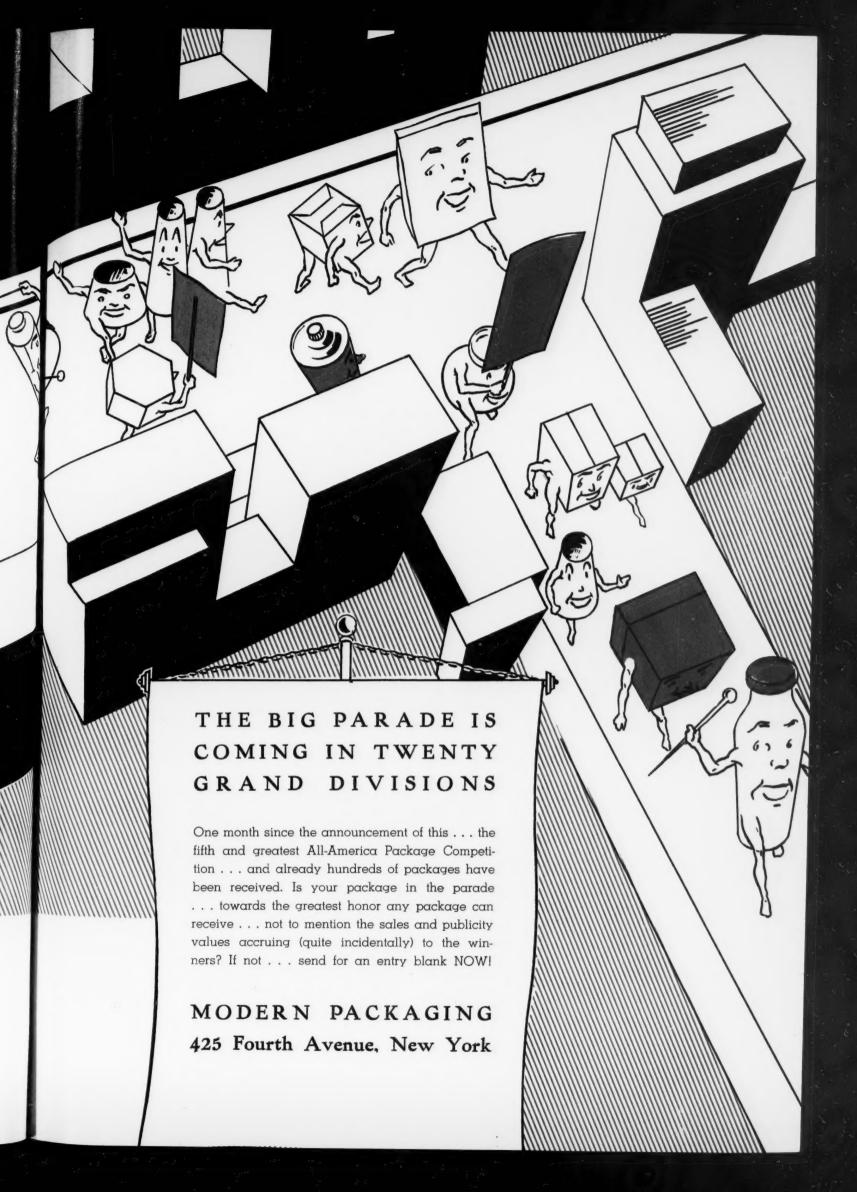
Send This Coupon for Free Booklet That Will Help You in Your Buying.

CONTAINER CORPORATION OF AMERICA
Corrugated Shipping Case."
Name
Position
Company
Address

THE FIFTH ANNUAL ALL AMERICA PACKAGE COMPETITION



Twenty divisions . . . open to every new package, shipping container, display and . . . entries may be submitted by package sponsors, designers, manufacturers, or suppliers . . . no entry fees, no charges. For full details, see August issue of Modern Packaging or write for entry blank.





CLAY COATED BOXBOARD IS USED TO PACKAGE BOTH

... Because in all retail merchandising an attractive package is the shortest way to quick counter pick-up. Customers notice, as you do, the brighter, cleaner, smoother appearance of Ridgelo Clay Coated Cartons. They suggest high quality reliability—they create confidence in your product. It doesn't matter a great deal what you make . . . if it's packed in a folding carton, Ridgelo Clay Coated will help to make it more saleable. Compare Ridgelo with other boxboards and see why

Ridgelo

MADE AT RIDGEFIELD, NEW JERSEY BY LOWE PAPER COMPANY RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD"

Representatives: W.P. Bennett & Son, Toronto • E.C. Collins, Baltimore • MacSim Bar Paper Co., Chicago A. E. Kellogg, St. Louis • Pacific Coast Distributors: Blake, Moffit & Towne • Zellerbach Paper Company

E NEW WAY TO BETTET THE NEW COTTAGE CHELS ZP1 TO BRITH TO BETTER HEALT BETTER HEAL COTTAGE CHEES Mokay Miller PRODUCTS, In TELEPHONES INDSON 6. 6700 American Lithographic Company, Inc., Gentlemen: Mas so different from anything we had previously used that we felt material me The advertising campaign you prepared for McKay Milk Products

And the second s t would be wise to conduct a test campaign or this material. The July 8, 1936. astisfactory showing obtained from this test prompted us to promailers. ceed with the major campaign comprising all three units, - mailers, bottle collare and recipe folders. are most pleasing... still in progress, and the results to date one our old cuatomers. As a matter or This campaign is still in progress, and the results to date Soodwill and added sales among our old oustomers and building than the test campaign figures fact, the returns are even higher than the test campaign figures indicated. effectiveness of this campaign is due to the thorough planning and what the to each unit comprising Mat we recognize, and what we want you to know, is that the careful step-by-step development you gave to the thorough planning an unit comprising TH this effort. tomers ou like quality, se why OD THING and Drink MCKAY MILK PRODUCTS Inc. ASSIST IN BREAK THIS SEAL DEVELOPING A CAMPAIGN FOR YOU?

AMERICAN LITHOGRAPHIC DIVISION

OF THE UNITED STATES PRINTING AND LITHOGRAPH CO

BOSTON

601 Ambant St

221 N. La Sello S

CI/EVELAND

NEW YORK 52 E. 19th St.





Blaze New Trails

... cut a direct route to newer and greater markets by packaging and sampling in Kimble Glass Vials. Every day—in thousands of diversified fields—these lustrous crystal containers, colorfully closured and beautifully labelled, are taking short cuts around com-

petition—carrying their contents of old and new products to dazzling heights of popular acceptance and sales success.

The trend toward Kimble Vials is only natural. For these "vest pocket" crystal containers have irresistible eye appeal — their perfect transparency displays their contents to best advantage — their light weight minimizes shipping costs — and their wide adaptability to closures of all types, colors and materials makes

them the most modern and convenient of all small containers.

Consult Kimble FIRST

— for the packaging or sampling idea that will win your product permanent popularity.





KIMBLE GLASS COMPANY · · · VINELAND, N. J.

NEW YORK · CHICAGO · PHILADELPHIA · DETROIT · BOSTON



"What shall I do?" asks Mrs. Dame, "The ads to me sound all the same!"

What with the Saturday Evening Post getting fatter and radio hours getting full of sponsors and the papers running into extra sections, it's becoming pretty difficult to know just what to buy. "Look at all three," says somebody, but the trouble is—in print, they all look good!

So, when Mrs. Dame (who is multiplied by millions like her) goes down-town to shop, her mind is far from made up. And here's where the package has its chance—for packages are *not* all the same, and Mrs. Dame is very apt to buy the one that looks the best.

No, packages are not the same. Even some of the big advertisers have packages that look as though they were trying to hide.

But the printer with a good design to work upon and a Kidder "3 Point" Press to turn it out, has Mrs. Dame right in his grasp. Five or six colors, speeds around 700 feet a minute or 10,000 sheets an hour . . . that's Kidder capacity. Solid colors on the CRAX wrap, accurate tonal values on the MILD and MELLOW candy wrap, perfect control over the paper as in the FELS-NAPTHA SOAP CHIPS wrap . . . that's "3 Point" printing.

So remember Kidder when you remember Mrs. Dame. 20% of all transparent cellulose, 60% of all vegetable parchment, and 90% of all wax bread wrappers are printed on Kidder Presses. Why don't you jot down your requirements in a letter and

Send it to Kidder . . .

who will tell you how a "3 Point" Press can do your work more profitably, and who makes machines for printing wrappers, cartons, labels; bronzers; special printing machinery for individual packaging jobs.

U.P.M.-KIDDER PRESS COMPANY Incorporated

OFFICES IN CHRYSLER BLDG., N. Y. C., FISHER BLDG., CHICAGO, TORONTO, ONT. REPRESENTED ON PACIFIC COAST BY HARRY W. BRINTNALL CO.



MAIN OFFICE AND PLANT DOVER, NEW HAMPSHIRE



THESE AKE SUNTUBE



MORE AND MORE MANUFACTURERS ARE USING SUN UNITAINERS* AS A STIMULUS TO SALES

NITAINERS, the new Sun Tubes for individual applications, are a great convenience to the consumer and they insure his getting the genuine product for which he pays, rather than a substitute. These efficient, factory-filled packages also assure adequate treatment or dose, by preventing skimping or reducing at the will of the seller. Since opening the container renders it unfit for further use, the manufacturer * Reg. U. S. Pat. Off

is protected against the "pirating" of his product.

Product-protection is an outstanding feature of Unitainer service. Hermeticallysealed and seamless, their contents are protected against moisture, bleaching, rancidity, cloudiness and other changes attributed to the action of light and air.

To the consumer, Unitainers offer a fullmeasured dose of a product in a very handy form. They are easily and quickly opened -require no separate opening device. They are delivered to the manufacturer clean, sterilized, labelled and ready-to-use. Unitainers are available in a wide range of sizes. Send Sun Tube the details of your packing problem. Full particulars and prices, along with suggestions for special designs or for adaptation of Unitainers to special uses, will be forwarded promptly upon request.

CORPORATION HILLSIDE. N. SUN TUBE

CHICAGO, ILL. Harry Holland & Son, Inc. Harry Holland & Son, Inc. 400 W. Madison St.

DETROIT, MICH. 1941 W. Fort St.

CINCINNATI, OHIO R. B. Busch 100 So. Ohio Bank Bldg.

ST. PAUL, MINN. Alexander Seymour 1745 University Ave. LOS ANGELES, CALIF R. G. F. Byington 900 East 31st St.

ALES

opened e. They clean, e. Uniof sizes. acking , along or for

l uses,

LIF

LII







CARTONS & LABELS WITH AN APPEAL THAT STRIKES HOME!



the consumer through the package.

Members of the B&P designing and manufacturing staff, keenly aware of this vital fact, are expert in their ability to transform box-board and printers' ink into smart packaging which dresses the merchandise with the sales appeal that "STRIKES HOME."

Call WAlker 5-9494 for further information or mail coupon.

BROOKS & PORTER, INC. 304 HUDSON STREET, NEW YORK

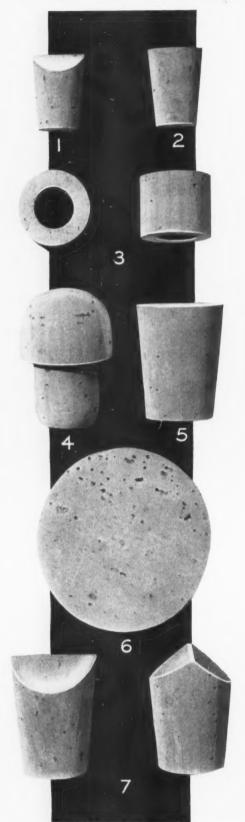
MAIL THIS COUPON

BROOKS & PORTER, Inc. 304 Hudson St., New York, N. Y.

Please tell us how we can best improve our cartons, labels and displays.

	Samples of	
	our product	NAME
	are being mailed under	ADDRESS
	separate	
	cover	

FOR CORKING PERFORMANCE



Styles illustrated above are: (1) Wedge cork, (2) Tapered cork, (3) Shell cork, punched to admit glass or metalstopper. (4) Musbroom cork. (5) Tapered cork, (6) Specie cork for sealing dry products, (7) Wedge cork.

ORK is the supreme seal for most bottled products.

In using cork closures, however, it is important to obtain corks that have been made from high-grade, live corkwood, and to have uniformity of quality and cut.

Mundet knows cork, from seventy years experience as the producer of quality cork closures. By this knowledge and by complete control of its sources of supply, Mundet is able to maintain unusually high standards of excellence for its cork products.

Whatever your cork problem, Mundet can supply the proper cork solution. The various styles shown on this page are only a few of many Mundet types in general use. These corks are offered in standard range of sizes and diameters, or may be made to special order.

Write for further information or free samples.



For complete information concerning Munder Closures and closure service, write for a free copy of "Solutions to Closure Problems." This is a 16-page illustrated booklet describing types of closures for a wide variety of products.

MUNDET CORK

CORPORATION

65 South II Street, Brooklyn, N. Y. Offices and Warehouses in Principal Cities



PROTECTS AGAINST SHIPPING DAMAGE

● The Indian Motocycle Company, like hundreds of other foremost manufacturers, rely on economical KIMPAK for maximum shipping protection.

KIMPAK protects fine finishes because it is soft, flexible and resilient, without dirt or foreign particles to scratch or mar. It guards against breakage or damage of goods in transit. It saves time and labor because it is easily applied, without mess of any kind....The low cost of KIMPAK will surprise you. Investigate today. Let KIMPAK solve your shipping problems. Mail coupon for FREE illustrated 1936 Portfolio of KIMPAK samples.

	FREE! 1936 Portfolio of Kimpak
Kins ak (2)37 s lacres prolette squaret skapping damage (2000 + 1000 + 60000000 - 6000000	KIMBERLY - CLARK COR- PORATION, Neenah, Wisconsin. Address nearest sales office: 8 So. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.
WANTER CORCEATION STEAM WIL	Gentlemen: Please send us the 1936 Portfolio of KIMPAK.
	M.P9
Company	
Address	
Attention of	

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Sales Offices: 8 South Michigan Ave., Chicago 122 East 42nd St., New York City 510 W. Sixth St., Los Angeles

LIGHT

AS A
FEATHER

SOFT

WOOL

ABSORBS

LIKE A
SPONGE

SPRING

PROTECTION

After capturing the delicate flavors of fruits and berries in jellies and preserves, protect them with Vapor-Vacuum* Sealing with WHITECAP Closures.

Providing a perfect hermetic seal—Vapor-Vacuum Sealing prevents mold or fermentation

Vacuum Sealing prevents mold or the package.

. . . adds beauty and distinction to the package.



VAPOR-VACUUM SEALING

NEW YORK CITY

CHICAGO

A P

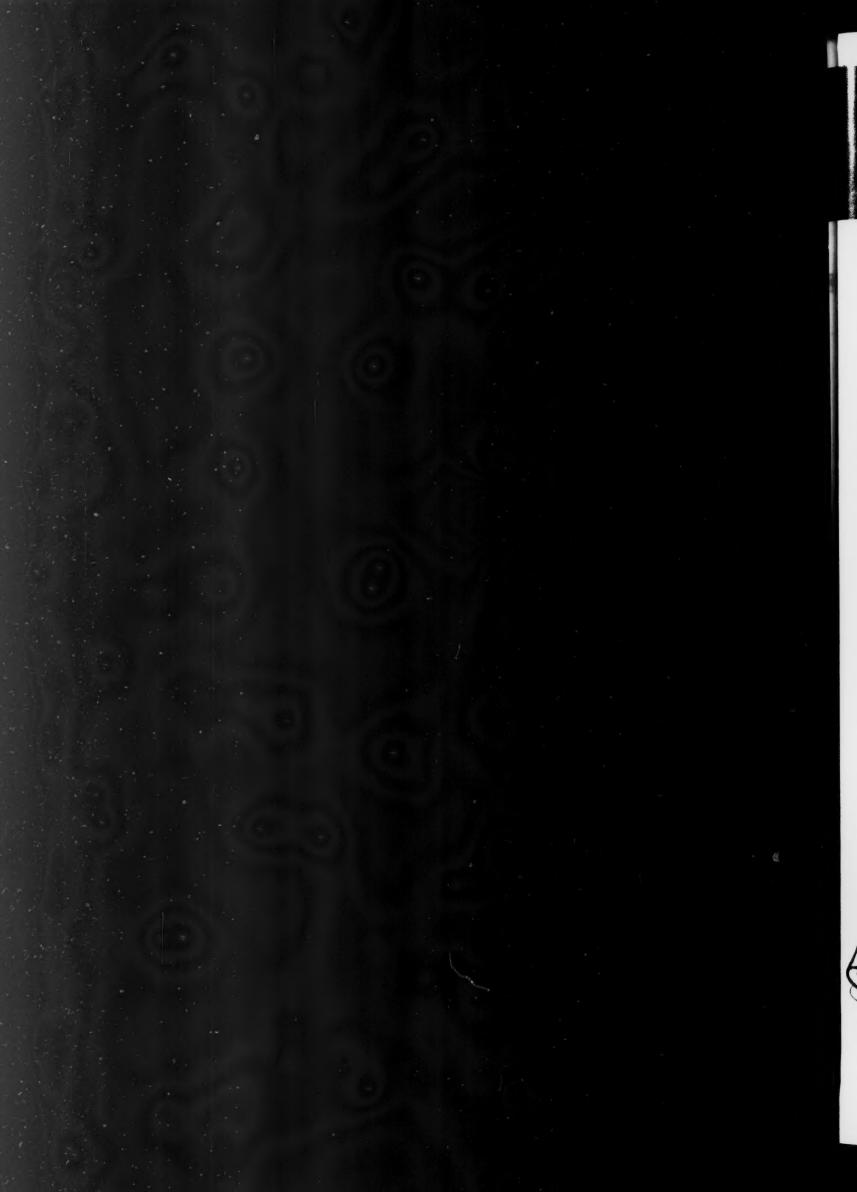
CC

SAN FRANCISCO

MPANY

LONDON, ENGLAND





The Dictionary Says Label

A good label—a French-Bray Radiant Label or Seal—possesses Character in harmony with the product to which it is affixed—reflects pride of ownership—has eye-appeal and sales-appeal to fulfill its mission in life.

Such individuality does not command a premium. You'll be surprised how inexpensive French-Bray Metal-Foil Labels really are because you are dealing direct with the most modern Label and Seal plant in America.



For identifying a new product—for advice and suggestions in connection with improving your present labels—do not hesitate to make use of our facilities. It will pay you to write Headquarters or call any of our District Representatives listed below. » »

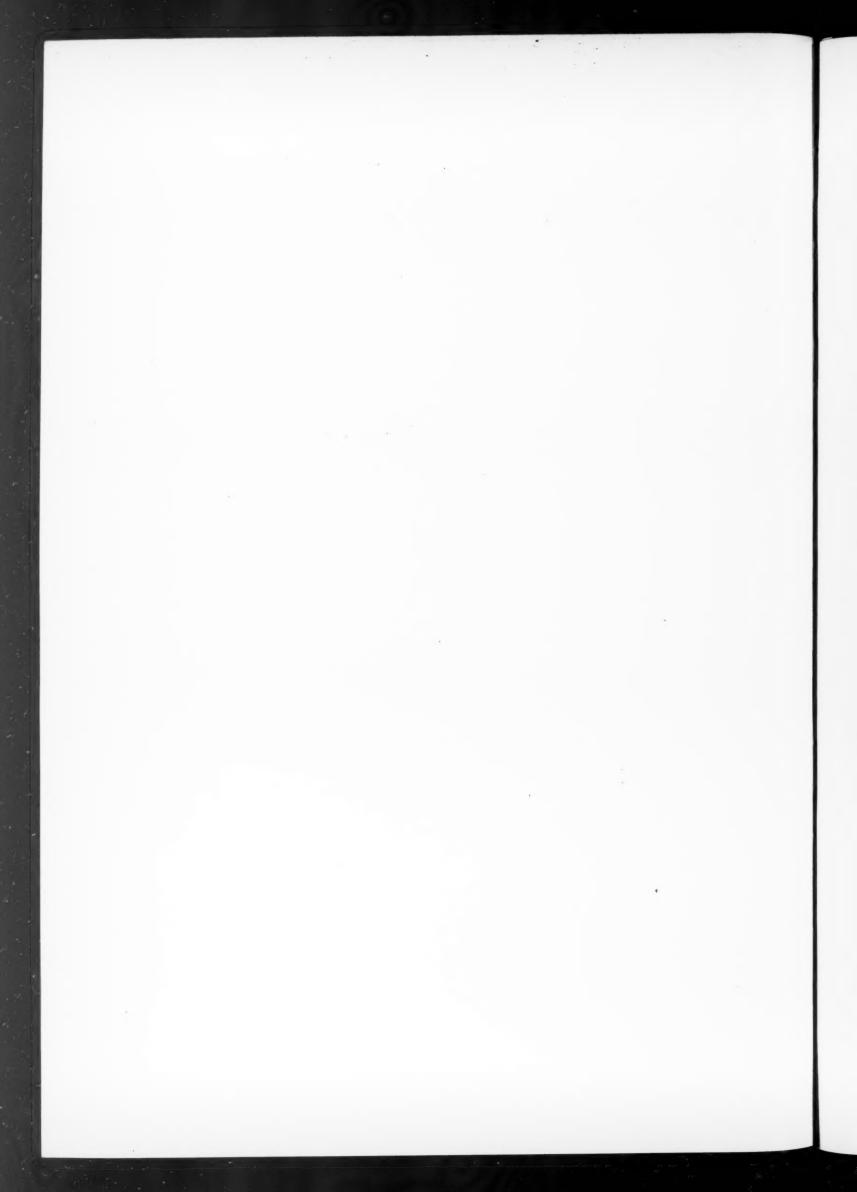
FRENCH-BRAY 6.

MANUFACTURERS OF EMBOSSED LABELS AND SEALS

MAIN OFFICE AND PLANT :: BALTIMORE, MD.

C. C. GOSS
70 WEST BROADWAY
WO rth 2-9806
NEW YORK CITY

M. D. HORN 629 DREXEL BUILDING LO mbard 7153 PHILADELPHIA, PA. J. W. ANDERSON CO. 310 SOUTH SIXTH STREET WA bash 4426 LOUISVILLE, KY. J. E. MCLAUGHLIN SOUTHERN OHIO BANK BUILDING MAIN 5169 CINCINNATI, OHIO



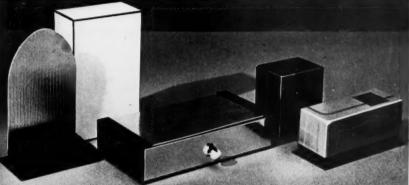




LUCRETIA VANDERBILT

LUBIN

D'YORA



GROVILLE MARINELLO . YBRY . NEW HAVEN CLOCK



NORTON ABRASIVES

ANACONDA PRODUCTS

STYLE AND ACCURACY

We are qualified by experience and equipment to meet a packaging or re-packaging problem with a design of smartness and merchandising appeal, and to complete it with the precise accuracy in scoring, cutting, register and color harmony that truly expresses the quality of the product. Quotations given for short or long runs, folding or set-up boxes.

THE WARNER BROTHERS COMPANY BRIDGEPORT CONNECTICUT 200 MADISON AVENUE, NEW YORK ASHland 4-1195



and the most efficient salesmen, but there is one link in selling that can be supplied only by a Salespackage—one that gets action for your product at notice. This is the kind of package-a SALESpackage—that you get when Owens-Illinois Packaging Service coordinates the whole container problem.

Service, in the sense of prompt delivery, is particularly important in times like these when business is on a definite upswing. Your requirements may come suddenly and need quick action. Owens-Illinois diversity of operation, with twentyfour plants, is the best guarantee of prompt emergency service. Depend upon Owens-Illinois for all forms of Salespackage Service.

Owens-Illinois Glass Company . . . Toledo, Ohio.

THE TU-VUE LINE ALSO SUITABLE FOR



OWENS-ILLINOIS ontainers and Closures

MODERN PACKAGING

SEPTEMBER. 1936

VOLUME 10 NUMBER 1

Machine handling of wrapping materials

BY F. H. MAYOH



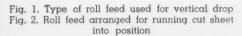
F. H. MAYOH

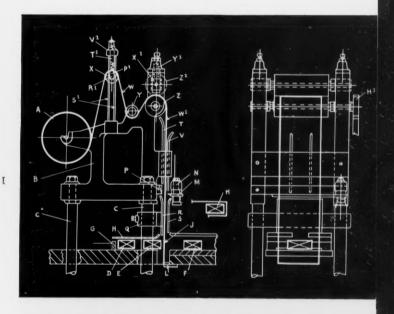
Born in Rhode Island, Mr. Mayoh has an extensive training as a design and development engineer. His early experience was in the machine tool industries and included tool making, machine design, teaching and executive engineering. He has written, over a period of years, articles of a technical nature published in *Machinery* and the *American Machinist*. For the past several years he has specialized in the development of machinery for packaging and paper converting, having been with the Eastman Kodak Company, National Bank Book Company and Package Machinery Company.

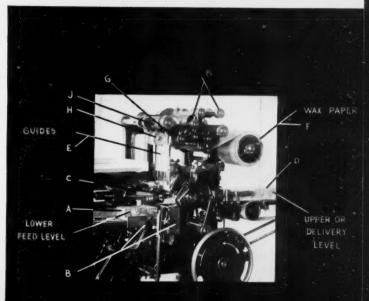
Holding several patents, a consultant on packaging problems, his experience with transparent cellulose, wax sealing, cartoning and refrigerated food products—all these have provided Mr. Mayoh with a sound basis for the writing of articles on packaging methods which he will contribute to MODERN PACKAGING from time to time.

BEFORE starting to operate a wrapping machine and roll out a continuous stream of attractively packaged article, it is necessary to introduce into the operative mechanism of the machine sheets cut to a correct and uniform length which are free from creases. These sheets must also be so placed that they will lay square on the package or it will be impossible to do a neat job.

Each machine set-up has its own peculiarities, and specific difficulties in sheet feeding are usually overcome by the manufacturer before he ships the machine to







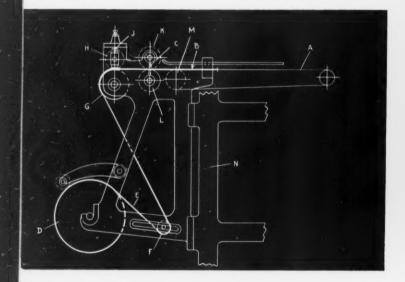
the customer. This does not, however, free the machine operator from paying strict attention to matters of detail, and the purpose of the present article is to emphasize certain features in connection with sheet feeding and cutting from the roll and to include illustrations of devices used for this purpose.

In Fig. 1, the type of feeding device shown drops the sheet after it is cut off in a vertical plane ahead of the package which is conveyed along on a horizontal surface by plungers or other suitable mechanism. At A is indicated a roll of paper, transparent cellulose, continuously printed paper, wax coated paper or other suitable wrapping material. The roll feed supporting 4 frame B is mounted on four posts C; three packages are shown at D, E and F. A plunger G conveys the package along the feeding line from D to E after having picked one package off the end of a side feeding conveyor which is not shown, the packages being under the plate H at this time.

From E the packages pass to F, and in so doing a sheet of paper indicated at J is wrapped around the

Fig. 3. Roll feed arrangement to carry sheet horizontally Fig. 4. Principles involved in the feeding of sheets from rolls. Fig. 5. Roll feed device with slackener and control stop

3



package in a manner illustrated at K in the small view. There is a stop at L against which the sheet J momentarily rests, although the timing of the machine is such that the package E contacts the sheet which starts to wrap around the package as it is cut off by the shear blade at M. This shear pivots about a stud N as a center, a co-acting bar at P being used to cut against. There is a bracket at Q and this supports a back guide plate for the sheet at R, a front guide being indicated at S, these guides being so arranged that they support the sheet and enable it to hang substantially straight. There is a back plate at T and two guide wires V, which guide the sheet above the cut-off position.

FEEDING SHEETS & BEVEL ROLLING METHOD OF RIBBING THE SHEET ROLL SET - UP ROLL FEEDING ARRANGEMENT FOR WIDE SHEETS MATERIAL BEING FED INTO MACHINE FEEDING ROLLS WITH PAPER REMOVED

The path of the sheet as it comes from roll A is along the line W, passing over the slackener roll X, the guide roll Y and a feeding roll Z in sequence, while a tension roll Z-1 applies sufficient pressure to insure continuous feeding of the sheet. A spring arrangement in the bracket at Y-1 applies the tension to the sheet as the shaft on which the tension roll is mounted revolves in blocks X-1 which are free to slide up and down in their retaining slot. The slackener roll X revolves in floating bearings P-1, the shaft R-1 mounted thereon passes between the two guide rods S-1 at each side of the machine, so that the entire cylindrical roll is free to travel up and down under tension applied by the

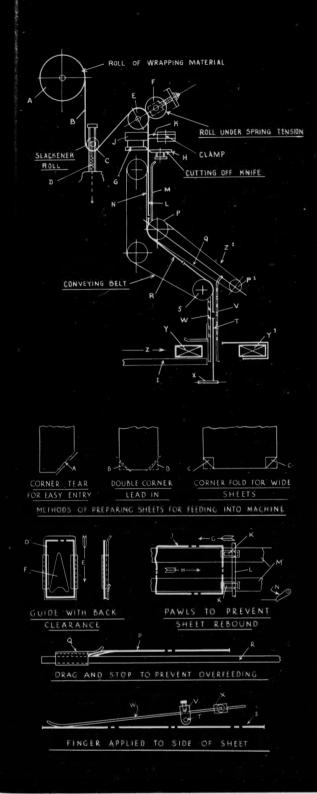


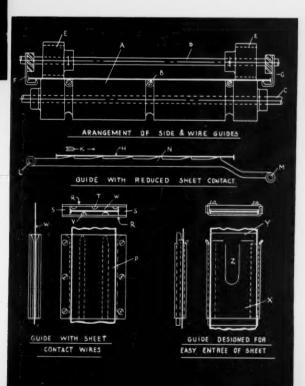
Fig. 6. Method of conveying sheets into position Fig. 7. A group of sheet control devices

Fig. 8. Guides and sheet control devices

spring at each side, which is indicated as T-1 and attached to the bracket V-1, and holds the sheet taut.

The entire function of this feeding device may be summed up as follows: Taking the wrapping material from the roll A, it traverses over slackener roll X which takes up the jolts of intermittent feeding of the sheet, the yielding action therefore cushioning the start of the feeding and preventing sheet breakage. Roll Y is provided so that as the sheet W passes over the rolls it gets a good wrap around the feeding roll Z, which in combination with tension roll Z-1 insures sufficient pull on the sheet so that it instantly starts feeding at each cycle. As the fed sheet hangs down at W-1 it is cut off at M and the cut sheet I is wrapped around the package. There is a train of gears of which one only is indicated at H-1. These gears generally include a change gear member so that an indefinite number of sheet lengths may be cut as required. In a broad sense, the features here described are an essential part of most sheet feeding devices.

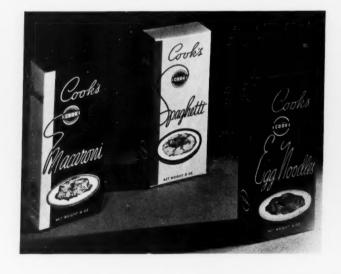
An illustration which shows in a general way the operation of wrapping a sheet around the package may be seen in Fig. 2. A line of packages at A feed on what is known as the lower level. One package at each cycle of the machine operation is picked off by a vertical feeding plunger at B after which it is carried into a position C, where the package can be seen with the sheet of paper partly wrapped around it, and retained there in an indexing mechanism in which it is conveyed with a circular movement through 180 degrees. In doing this it passes by some folders, and the packages are delivered fully wrapped as seen at D on the upper or delivery level. The sheet before being cut off passes through guides E, having been taken off the roll at F and passed through a series of guide rolls until it finally passes over the roll G which does the feeding. There are two tension rolls indicated at H which are counterweighted at J for applying the necessary feeding pressure. In this mechanism there is another group of rolls indicated at K which are not used in connection with the feeding of the sheet. They are operated in conjunction with the (Continued on page 100)







At the top is shown a typical group of Cook packages as they appear on the pantry shelf. Note their neat appearance and ease of identification. The illustration directly below shows the way the average housewife may see certain packages when stacked on her shelf. Contrast their appearance and legibility with the packages in the upper illustration. Below, at right, is shown a typical group of Cook Book packages



Cook book packages

BY JOHN W. STOKES

ONE of the most unusual, and in many respects, the most interesting examples of package design to make its appearance in recent months, is the new line of Cook Book Packages, introduced by the Cook Coffee Company.

For several years, the direct-selling tea and coffee companies have used salesmanship, plus the appeal of premiums, to offset the competition of store merchandise. Recently, a few of the large organizations in the field have repackaged their line to decided advantage, without, however, departing far from the accepted traditions of store goods packaging. But now, in the new Cook Book Packages, there appears for the first time a type of treatment developed very distinctly for staple goods sold direct to the home. Perhaps of even greater general importance is the fact that in these packages are crystallized certain ideas in modern package design, in a manner which seems likely to be felt far beyond the limits of direct selling.

The Cook Coffee Company sells a complete line of staple grocery products through its nearly five hundred truck routes operating in the Central Western States. As astute merchandisers, H. C. Broder and Max Freedman, heads of the Cook organization, realized that their problem was not the same as that of firms distributing their products through retail stores. Since they had no mass display and no dealers to consider, their packages could be developed specifically and directly for the housewife. It was probably this consideration, more than any other, which led the Cook Coffee Company to select as its designers, Heile and Pike, industrial designers of Chicago. Themselves women, Heile and Pike have had distinct success in designing both packages and products which appeal to the housewife.

Realizing that there was little in the way of precedent or reliable information on the treatment of direct-toconsumer packages, the designers determined not to leave their research to even their own competent organization. Mrs. Frances W. Pike made an investigation among customers and non-customers of the tea and coffee companies in representative areas. At the same time, Miss Harriet Heile arranged to accompany salesmen on their trucks during their calls in representative communities.

"Most of the women to whom we talked were mothers of from two to five children," said Miss Heile, "and were very much interested in the work we were doing. They talked readily of their ideas and preferences regarding the products, the packages, and the copy on the packages. They showed me about their kitchens and their pantries. This was most enlightening. In every case, the packages on the shelf were arranged not as they are in the stores, with a broad face showing, but with the end panel outward, so that shelf space might be utilized to the best advantage. This narrow end was what the housewife saw on her innumerable visits to the pantry during the course of the day.

"But what a contrast between the packages, as they are displayed face outward in the store, and their appearance, end outward, in the kitchen! For some reason, the end panel of the package seems to have been made a kind of catch-all—a place to crowd directions in type that's hard to read, or superfluous sales talk that few women will bother reading. The end panel of many packages contains no obvious identification at all. And yet while the housewife sees the package displayed in the store but a few minutes at a time, a few times each week, she actually lives with it in the home. Dozens of times daily, she looks at her pantry shelf, but only the most familiar packages can she identify readily.

"So it was decided to make the end panel a fundamental part of the design. We used bold, legible lettering, so that the housewife could instantly tell which package was which as it appeared on her shelf. Here also, it seemed to us, was the logical place for the Cook name and trade mark to (Continued on page 98)



The Cook Book Gelatine Dessert packages. Each flavor has its own distinctive color and is legibly designated on the side panel so that it can be selected on the dealer's or the pantry shelf



OLD



(a) (3/5c) (3/5c



RED LETTER

PRATT-LOW
PRESERVING COMPANY
SANTA CLARA: CALIFORNIA
U-S-A:

REG.U.S.PAT.OFF

NET WEIGHT 1 LB.













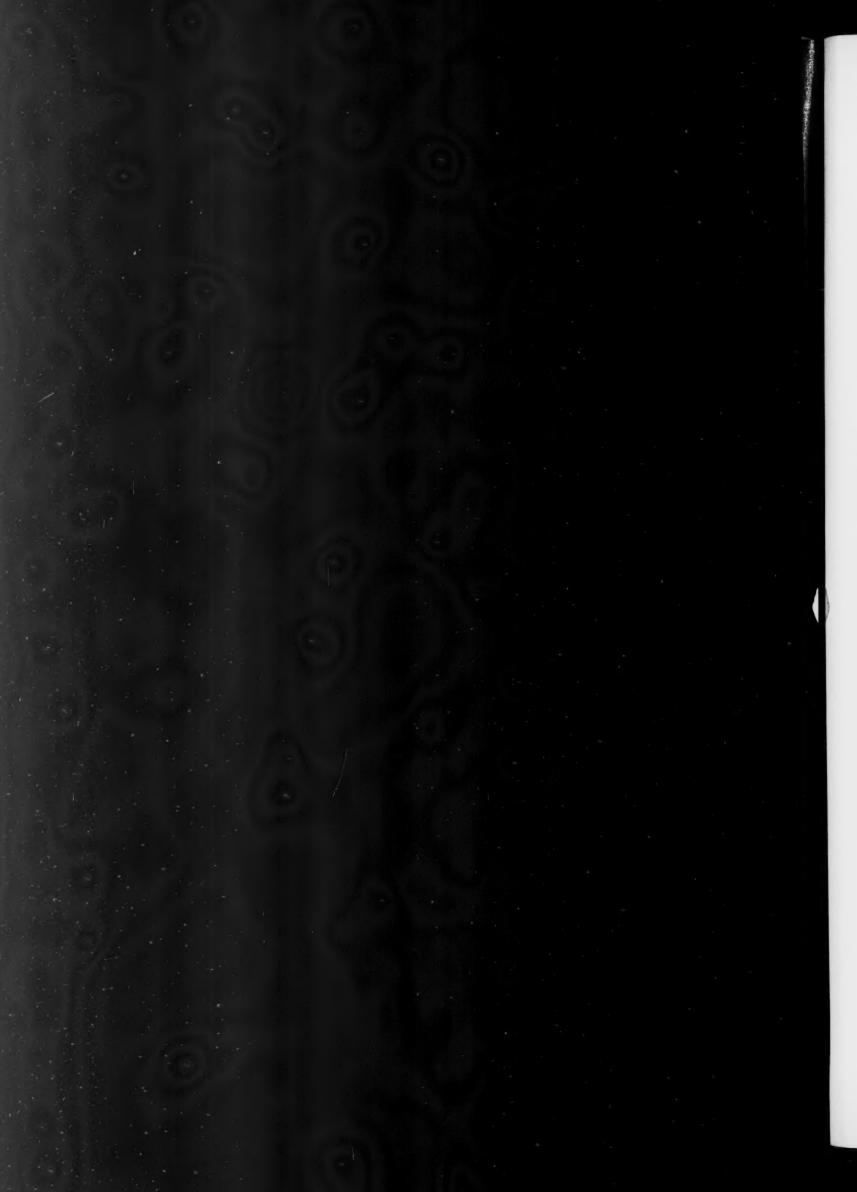






OLD





The world marches on

BY ALVIN LONG*

"THE WORLD Marches On," we are reminded in a book recently issued by the Schmidt Lithograph Company. And the company proceeds to prove it by a highly interesting series of pictorial comparisons between the old and the new in can and carton labels, case labels, store and window displays, shipping containers, and mailing pieces.

We are told that the grocery store of yesterday was "a conglomerate mixture of boxes, sacks, and barrels—bad light and worse odors," while the grocery store of today is "clean and orderly, with row on row of smartly labeled cans and cartons—all keyed to the buying tempo of today." The transformation is effectively shown by a sketch of Yesterday's grocery store alongside of a photo-

graph of the grocery of Today.

This transformation has been accompanied by a change in the likes, preferences, and buying habits of consumers. It is doubtless true that the grocery store of Yesterday has become the grocery store of Today as the direct result of the ever-increasing demands for cleanliness and convenience on the part of the women who do the buying. Whereas practically all types of food stuffs were sold in bulk in the store of our grandmother's day, bulk goods have all but disappeared from the grocery store of today. In place of the boxes, sacks, and barrels we find cans, cartons, and handy packages, easier for the grocer to handle, and more convenient for the consumer to carry. Moreover, modern packaging not only insures clean, sanitary products, but keeps the food stuffs fresher and finer.

This shift from bulk to package goods has been accompanied by one of the most striking incidents in the food trades industry, namely, the development of modern canning with its flood of ready-to-serve fruits, meats and vegetables. When many of us were boys, commercially canned fruits or vegetables were practically unknown. Mother canned some fruit in glass jars and that was all.

Not long ago a friend of the writer's was recalling the days of his boyhood in this connection. "I usually could depend," he said, "upon having two kinds of fruit—prunes and rotten apples. Early in the fall my folks would put in several barrels of apples. Each Saturday I had to go down to the basement and sort over these several barrels of apples, taking out the slightly rotted ones. These I would take upstairs and this supply of rotten or half-rotten apples usually lasted from one Saturday to the next.

"On the following Saturday I would go down to the basement again, sort them all over, and bring up the rotten ones, so although we always had sound apples in the basement, we always ate the rotten ones until Spring, during which period they all managed to rot. We also had breakfast food, which consisted of oatmeal and cornmeal. When we didn't have oatmeal we had cornmeal, and when we didn't have cornmeal we had oatmeal."

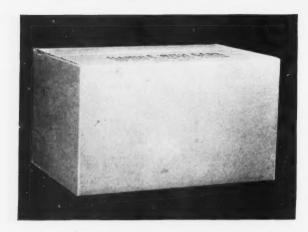
Modern canning and commercial preparation of an endless variety of foods, brought with it modern packaging and modern labeling. Both packages and labels were at first comparatively crude. Early packages merely held the contents together and early labels were intended merely to identify the product. However, the





* Long Advertising Service

The grocery store of yesterday was a conglomerate mixture of boxes, sacks and barrels and today yields to the modern grocery store, clean and orderly, with row on row of smartly labeled cans and cartons all keyed to the buying tempo of today







The shipping container of today carries a merchandising message. Top shows the plain container, devoid of advertising value. Middle shows the ordinary one-color container, and the lower illustration the modern two-color design

exacting demands of the housewife and the ever-increasing competition of manufacturers has led to remarkable improvement in both packages and labels. The change from Yesterday's packages and labels to the more modern forms of Today has been even more rapid than the change from bulk to packaged products.

The changing trend is interestingly and emphatically demonstrated in the Schmidt book through actual examples. Some of the modernized labels show radical change from their predecessors. Others show somewhat less alteration, but just as clearly illustrate the modern trend to simplicity, legibility and sales effectiveness. Quoting from the brief, but pointed copy accompany-

ing the various labels, "Labels were once designed to tell the consumer what was inside the can—but Today's labels are designed to sell the consumer what is inside the can."

Two interesting before-and-after examples are the labels for Pacific King Salmon, actual samples of which are shown. The improvement is evident at a glance. Referring to the effect of the modern labels on sales the F. A. Grosse Company, packers of Pacific King Salmon, states: "The new label is not only a very radical improvement over the old from a standpoint of appearance and attractiveness, but it has created a very real improvement in sales. The clean cut appearance of the new label with the added appetite appeal gives selling value to the can and our sales record reflects the improvement."

The before-and-after labels for the Pratt-Low Preserving Company, which are also shown, are good illustrations of the modern trend. The company states: "We are glad to say that the new Red Letter label has received very favorable comment from our distributors and we are satisfied that the money expended in making the change will prove a good investment. Labels to be business getters must appeal to the distributor who handles them, but, most of all, to consumers. Our Red Letter label has certainly made a favorable impression on consumers."

Quoting again from "The World Marches On": "It's one thing to move your products onto the dealer's shelf; it's quite another thing to move them off. Modern labels bid for the consumer's attention, and not only individualize the package but build sales for the product. Remember, good merchandising starts with good labels."

The modern trend extends to case labels as well as can and carton labels. Once more quoting: "Case labels should be more than mere labels; they should be powerful sales-building advertisements. They should challenge the attention of the buyer to your package. In the retailer's store they should quickly and effectively identify your fruit for the consumer. Good labels fairly fight for sales all along the line."

Turning to shipping containers, we are challenged with this idea: "Shipping containers can do more than carry your merchandise to market—they can carry your merchandise message as well." The metamorphosis of the modern shipping container is then shown in its various stages from the plain container, devoid of advertising value, through the ordinary one-color container, to the most modern conception, which makes full use of modern color and design. We often overlook the fact that grocers today use shipping containers for the building of store displays and for deliveries to the home. Wherever they are shown or used, modern colorful containers are highly effective advertisements.

More and more the package itself has come to be a part of the store display. Quoting again: "Here is a sure-fire way to step up sales—supply your dealers with originally designed and correctly constructed floor displays. They get your products down off the shelf onto the floor where big-volume sales are made." How true it is. Every manufacturer today knows the importance of mass displays on the dealer's floor and is constantly studying how to put his products with the preferred floor-display items.

Pacific King

Pacific Kind



ONE POUND NET

ALASKACHINOOK

Salmon

SELECT ALASKA
SALMON

SEATTLE USA. SAN FRANCISCO WASH.

SEATTLE USA SAN FRANCISCO WASH.



SEAND BRAND BRAND

PACIFIC BRAND



SALMON



SELECT ALASKA

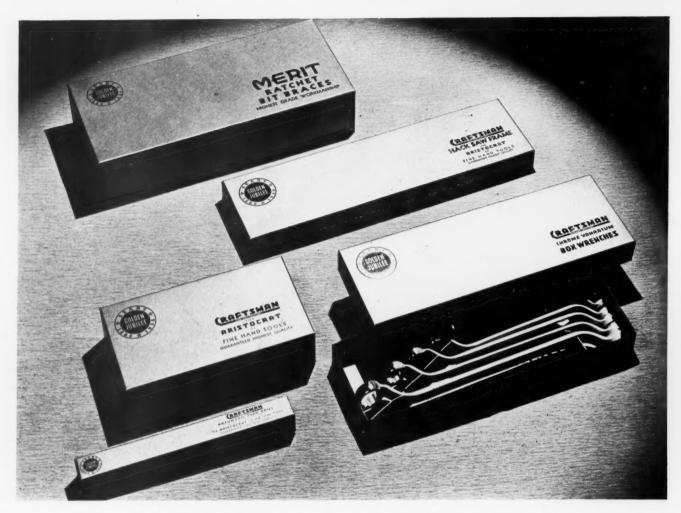
U.S.A. SAN FRANCISCO R.E.COTTER CO.

SALMON



U.S.A. SAN FRANCISCO R.E.COTTER CO. SEATTLE WASH.

OLD



Emphasis is divided between event and commodity in the Golden Jubilee packages of Sears, Roebuck & Company. Here is a group of hardware items packaged in Metal Edge boxes that protect the products enclosed

Facts vs. fads in packaging

BY W. D. SHAFER

Sears, Roebuck & Company, celebrating its fiftieth anniversary, is offering "Golden Jubilee" merchandise in new packages designed in keeping with a well defined and proven policy. In design, emphasis is divided between the event and the commodity in such a way as to permit retention of brand names for future sales.

If THERE is one business not governed by fads, but by checkable dollars and cents results, it is the mail order business. The reasons for the development of packages by a concern like Sears, Roebuck & Company, therefore, are of more than usual interest, because the company has facts and figures based on careful tests to govern and check its operations. So mathematical is the cause-and-result element in a large mail order business, that by the weighing of the morning's mail, the number of dollars in that mail can be estimated with surprising accuracy and dispatch.

This year Sears Roebuck is celebrating the fiftieth anniversary of the founding of its business by having a "Golden Jubilee" year, and this event is being highlighted by offering Golden Jubilee packaged merchandise. According to all reports, more merchandise has been purchased or provided for this event than has been bought in any year since 1929.

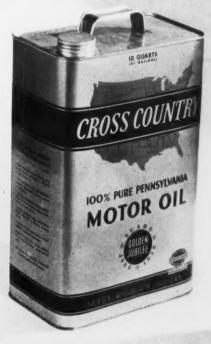
In the repackaging of these Golden Jubilee offerings many items of staple merchandise, such as bought frequently by the man or housewife for common needs, are featured as Golden Jubilee specials. In some cases an entirely new package was designed; in others a different combination of colors on the label was effected and a Golden Jubilee seal affixed to the label, so these special offerings could easily be identified by the customer, and the volume of sales readily accounted for by the various departments of the company.

But even in the packaging and labeling of this Golden Jubilee merchandise the company's policy of emphasizing the product, its quanty, value, etc. has not been departed from. Many products such as cheese cloth, wash cloths, towels, pre-laundered sheets, pillow cases, etc. have been lifted out of the common everyday staple class by putting them into transparent cellulose wrappers, eliminating laundering before first use, thus giving a dignity and class apart from the usual run of sales on such items.

That the packaging of merchandise has much to do with the influencing of sales is a recognized factor in this outstanding institution, and has been proven many times. To cite one instance: An item that sold for five cents was a good seller. The company felt, however, it could get additional trade on the same class of utility which presented evidence of better value. Securing a similar item from another factory, Sears Roebuck put brighter colors on the (Continued on page 97)

Emphasizing the features of the merchandise rather than the name of the manufacturer is evident in these packages used by Sears, Roebuck & Company. Note also the Golden Jubilee seal carried on each



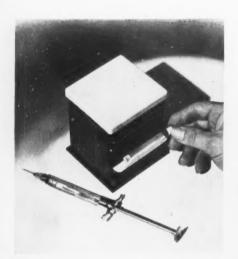






Combination and gift sets as supplied (above, left to right) by Jeris (Ar. Winarick, Inc.) and Herpicide (Herpicide Co.). Bottles supplied by Owens-Illinois. Below, from left to right: A cartridge of dental anesthesia with a press of a

lever from the dispenser—molded of Durez by
Terkelsen for Cook Laboratories. John Middleton's
Club Mixture tobacco in pouches of gay-colored
striped silk wrapped in Sylphrap. Miami (Hampden Sales Association) preparations sealed with

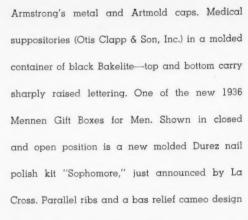
















lends distinction to the cover







Up top is the new Imperial gift package of Italian Balm, to be offered between October and December. The design is so planned as to fit the Italian Balm home dispenser. Center, left, are the new "Little Originals" of Houbigant's Quelques Fleurs and Le Parfum Ideal perfumes. In double dram sizes, these presentations are exact replicas, in boxes as well as bottles, of the popular standard sizes. Right center: The new Westclox table

clock with easel calendar and the box in which both are packed. A heavy, rounded crystal gives an opalescent softness to the deep blue dial of the clock. Designed by George W. Blow of De Vaulchier & Blow, Inc. At right: An attractive package ensemble for Nadinola cream, both carton and closure being in lake green and white. The jars are sealed with Phoenix C. T. caps. Photograph by Rodney D. Heetfield & Co., Inc.



SEPTEMBER 1936



Alcoa Aluminum Foil bags and wrappers shown here are printed by the Milprint Products Corporation, Milwaukee.

• Speak to the eye! That's the purpose of package designing. Consider, then, what you can say with Alcoa Aluminum Foil:

"Fresh!" Natural flavor, texture, color and aroma are kept intact by Aluminum Foil. It repels all enemies of freshness. Light and radiant heat are reflected away. Air and moisture can't pass through it.

"Pure!" There is no possibility of contamination. Everyone knows Aluminum is friendly to food, absolutely nontoxic.

"Buy me!" These words are broadcast by the

gleaming beauty of Alcoa Aluminum Foil. Unlimited possibilities are presented for printing attractive designs in multiple colors on the bright, silvery background.

Bags made of Aluminum Foil are the newest idea for modern packaging of tea, potato chips, salted nuts and other products. Investigate this and other possibilities for keeping your products fresher, purer and more inviting with Alcoa Aluminum Foil. Write ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pennsylvania.



ALCOA · ALUMINUM









Alcoa Aluminum Foil "dresses up" the product and protects flavor, freshness and purity.

"we're easiest to open"



• Fingers that have fought with stubborn caps are Goldy Seals' best friends. They've often been known to refuse products with seals that require a tool chest, because they're sure to find one just as good that has an easy-opening Goldy Seal.

Goldies are friendly to food as well as to fingers, because they provide safe hermetic seals, which keep contents in their original state of goodness.

Combine these advantages with the sensationally

successful drinking glass containers, you have a package that is sure to sell. Goldy Seals are easily the best bet for packing cheese, sandwich spreads, mayonnaise and similar products in thin tumblers.

Write for samples of Alseco Goldy Tumbler Seals. We will also send full information on how easily and economically they are applied. Address ALUMINUM SEAL COMPANY, Dept. P-8, New Kensington, Pennsylvania.

TRADE MARK FERD REG. U. S. PAT. OFF. SEALS AND SEALING MACHINES



This is the "Goldy" Reclosure Seal,



Next the small "Goldy",



the easy-opening "R-O",

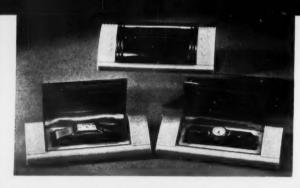


and the handsome Alseco Foil Capsule



















SEPTEMBER packaging pageant

Glass containers and closures for Rose's lime juice, now sold in the American market by Harold F. Ritchie & Co., Inc., are supplied by the Owens-Illinois Glass Co. Aisenstein-Woronock & Sons, Inc. use molded boxes of Plaskon in presenting their Waltham and Empire watches. Inter-







national Silver Co. announces its new silver polish, packaged in a sensible bottle with a molded plastic top and a silver label, the latter supplied by the Foxon Company. Crampton Canneries, Inc. are using Owens-Illinois knife opening caps as "standard equipment" on their packages—for the second year. On smaller sizes, white coated C.T. closures are used. The Cake Box Products Co. appeals to the kids with its log cabin cookie case furnished by the Hollywood Paper Box Co. A trio of flavor-

ing salts, put up by A. Schilling & Co., are fitted with snug-fitting, rolled-on shaker tops of aluminum. Again the juvenile appeal, in the box containing Mary Fraser confections, designed by Noel A. Petter. Repackaging as was done for "Dolly's Comfort" is shown in contrast with the box formerly used. Produced by Richardson-Taylor-Globe Corporation for the Biltmore Manufacturing Co. Maximum display value with minimum design is apparent in the new Time soap package, produced for

Hollywood Soap Co. by Hollywood Paper Box Co. The new package for Bendix replacement brake shoes is a lithographed metal shield which protects, in shipment, the smoothly ground surfaces of the brake linings. James H. Forbes Tea & Coffee Co. use Aridor enamelled ash tray screw caps. Labels are mounted on bottoms of jars. New silverware chests (open and closed) in mahogany and silver birch used by International Silver Co. and produced by

Pilliod Cabinet Company





Color photography on new Morrell labels

"SEEING IS SELLING" is an old axiom in the retail food field. Mrs. Consumer wants, rightly, to know what she is paying her good money for, a privilege which has been denied her, until now, in the purchasing of Morrell Pride canned meat products. Photographer Arthur Gerlach working in collaboration with Gustav Jensen, industrial designer, has solved the problem with color photography. Many of the products from chili con carne and lunch tongue to midget frankfurters and tamales are shown in taste-tempting reality

"sacred cows" of tradition were killed. The *musts* were deleted. Mr. Jensen was ordered to produce the finest possible labels, unhampered by the past, unfettered by lengthy detailed instructions from headquarters, with the result that the new packages represent a radical departure indeed. The change was not accomplished over-night but came only after two years of intensive research and experiment. Each contributing factor received careful consideration from choice of cans to method of printing and applying the labels in an effort



Superior display value and appetite appeal are evident in the new as compared to the old label

on the new array of Morrell Pride labels. An ultramarine blue background with lettering in white and gold frames these convincing pictures.

The old Morrell labels were hodgepodge combinations of Iowa's Pride and Dakota's Pride trade-marks which were later consolidated into Morrell Pride. In today's market the old designs lacked display value and appetite appeal. Packaging progress had passed them by. Yet the old labels had wide consumer and dealer acceptance. They were emblems of the quality which Morrell held to highest standards. Should certain elements of the old design be retained in the new? Should the new labels be modernized yet look like the old?

The decision was to start with a clean sheet. The

to secure not only a distinctive label with definite appeal to women shoppers but also one that would fit smoothly into the manufacturer's production schedule. Preliminary tests were conducted in stores and women's clubs to confirm the effectiveness of the new labels.

Mr. Jensen built his design on the basis of simplicity and appropriateness, minimizing everything that was in his opinion extraneous in order to bring out with utmost clarity the name Morrell and the name of the product with its pictured identification. To accomplish this he completely re-edited the wording of the label, using the least possible amount of type so that every word might be read easily even at a distance. The old label featured Morrell Pride and Red Heart trademark.



Contents of each can are made clear by simple printing and effectively reproduced color photographs

stats or proofs before the actual printing can be done. The Government is keen to protect consumers through clarity of designation, weight, whatever additions have been made to meats, such as gelatin, etc., and these must be stated in such a manner that people know what they are getting. Mr. Jensen has complied with all these requirements in a simple, understandable way but has so arranged the labels that this information does not interfere with the rendering of the manufacturer's name and title of the product.

The new labels, printed by Nelson Company, make the firm name definitely inseparable from the product designation. The entire package with its slightly English flavor, was designed to please women and make them feel "This looks like a good substantial product." Its neat, quality look suggests a reliable firm old in service to consumers, and its quiet, simple dignity and colorful appeal on dealers' shelves and in consumers' kitchens will go a long way toward making a well-known product even more popular in homes throughout the country.

Reproduction of the products in color photography enables a presentation which is outstanding in its effectiveness. Appetite appeal is immediately created in the mind of the customer who sees and buys these packages—and the other elements of the label carry the surety that the purchaser is getting the quality which she seeks.

The new ones eliminated Red Heart and subordinated the brand designation Pride, leaving a clear statement of the manufacturer's name and product. One has only to look at the groupings illustrated to see how this was successfully accomplished.

Lower case letters were used for better legibility and because they could be printed larger and clearer on all cans which range from large sizes containing six pounds to small cans that hold only three ounces. On such packages every word of copy is carefully scrutinized by the Government Bureau of Animal Industry which passes on sketches and drawings in the form of photo-

Group of John Morrell & Company products bearing the newly designed labels



How Underwood products are packaged

BY FRANCIS A. WESTBROOK

Portability, informality and versatility summarily describe the utilization of equipment so efficiently used in the assembly of packages at the plant of the William Underwood Company

T THE main plant of the William Underwood A Company at Watertown, Mass., some 6,500,000 cans of devilled ham are packaged every year plus a large amount of fudge and spiced steamed puddings, black bean soup, clam chowder and other products. From the packaging standpoint this plant is of unusual interest due to the particular problem of production which the management has had to face. The two terms which apply to the packaging machinery and methods of operating it are "portability and informality." The reasons for this are because the largest product is devilled ham and, as there is an advantageous season for buying the raw material, the packing is done during approximately five months of the year. To keep down overhead and hold the personnel during more than half the year, the other products mentioned have been developed. And in order to make use of the same machinery for all of them, or approximately so, portability and informality are necessary. Versatility in equipment is equally desirable, for by this means it is possible to set up a temporary filling, labeling or wrapping line at any convenient point.

Necessarily some of the equipment is permanently located while the portable units must in many cases be arranged with respect to the former. This does not apply to labeling and wrapping operations, but in

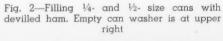
filling different machines are combined for different products. This will be made clear in the following discussion.

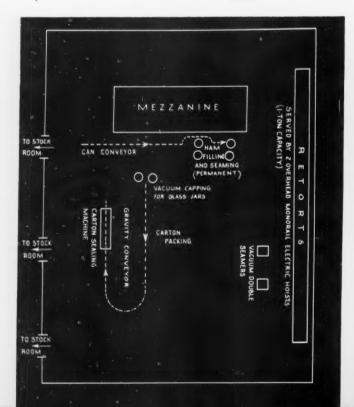
The manufacturing department is all in one large room with windows on all sides and in the roof. The cooking and mixing of the food, at least so far as the final preparation prior to packing is concerned, is done on a mezzanine platform near one end of this room. The retorts are arranged along one side for cooking ham in bulk, sterilizing, etc. These retorts are served by electric hoists. The general scheme of the arrangement of the permanently located equipment is shown diagrammatically in Fig. 1.

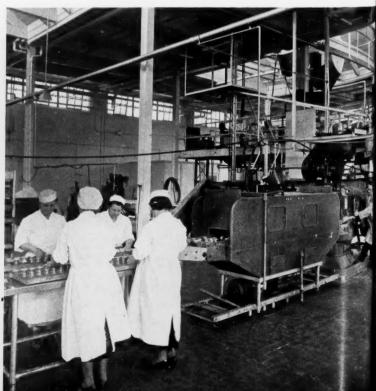
Devilled ham, being by far the largest and most important product, has called for first consideration as to choice and location of packing machinery, but at the same time it has been selected with a view to handling the other products. The ham is prepared for packing on the mezzanine platform. Below it are two permanently located can filling and double seaming units. The one in Fig. 2, shown in action, and in diagram in Fig. 3, is used for packing the two largest sellers, known as the 1/4 and 1/2 sizes. The set-up is for straight line production, but even here some of the mechanical units are portable.

The devilled ham as prepared on the mezzanine floor is fed from the mixer through a chute to the filling machine. The cans are delivered by a conveyor to the washing and sterilizing machine and then pass by gravity to the filler. The filled cans come out on a rotary table which delivers them to the double seamer. This equipment is adjustable for the 1/4 and 1/2 sizes, the rate of production being 204 per minute for the 1/4 size and 100 per minute for the 1/2 size. A portable wash-

Fig. 1—General layout of manufacturing space, showing permanently located equipment



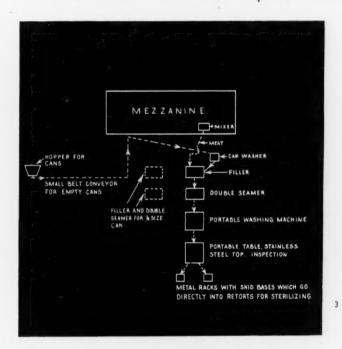


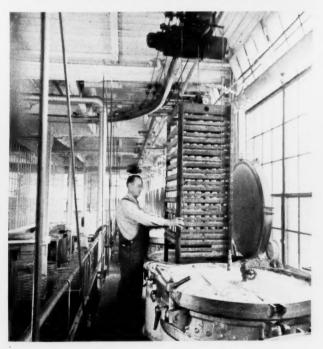


2

ing machine is pushed up to the double seamer and the cans are passed through it and placed on racks by hand. The temperature of the meat as it goes into the cans is about 160 deg. F. which is sufficient to produce a vacuum. The racks on which the washed cans are placed have skid bottoms and are taken by means of lift trucks to the sterilizers into which they are placed by means of the electric tramrail hoists, as shown in Fig. 4. After sterilization the racks are taken by lift truck to the container packing station where they are placed in shipping cases (see Fig. 5). The latter are sealed only on the bottom and are then placed on skid platforms and removed to the stock room.

It is to be noted that so far the cans have not been labeled or wrapped. This is done later and explains why the cartons were not sealed on top. The reasons for not labeling and wrapping at this time are several and of considerable interest. In the first place, the fill-



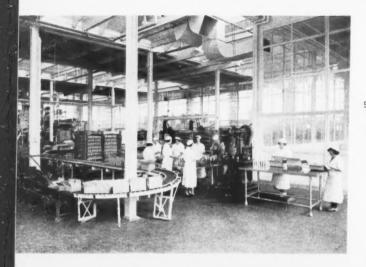




ing and seaming machinery operates faster than the labeling and wrapping machines so that it would be necessary to have more of the latter and more workers to carry on the two operations simultaneously. Furthermore, the year's supply is packed intensively during the five months' period and it is not necessary to finish up at that time. By performing the work later with the same crews which do the packing, it is possible to provide more steady employment, hold the good workers, have a smaller investment in expensive machinery and also simplify operations at a busy time. Little extra handling of the product is called for by this procedure as the cartons are stored on skid platforms and the portable labeling and wrapping machines are moved to the goods anyway. The method has been found by experience to be well adapted to the conditions of this industry, and also to be economical.

The arrangements for filling the small, 1/8 size cans is somewhat different. Separate filling and double seaming machines have been installed, permanently, because those for the other two sizes are not adjustable for the smaller ones. The washing of the cans is done in a portable washing machine, previous to filling. This is largely because the size is a fairly new one and when tried out it seemed more economical to use the existing portable washer rather than to go to the expense of

Fig. 3. Set-up for filling V_2 - and V_4 -size cans of deviled ham. Fig. 4. Metal rack, which is provided with a skid base, shown in the process of being lowered by means of an electric tramrail hoist into a retort for sterilizing. The subsequent operation, that of packing in shipping cases, is shown in Fig. 5



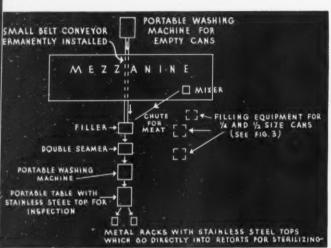


Fig. 5—Case packing conveyor with sealer at extreme left. Fig. 6—Set-up for filling $\frac{1}{6}$ -size cans. Fig. 7—Set-up for filling glass jars with devilled ham. Fig. 8—Set-up for canning steamed puddings

putting in a new permanent one. This plan has worked so well that it is now unlikely that anything else will be used. The layout is shown in Fig. 6. It will be seen that a small belt conveyor has been permanently installed which crosses under the mezzanine preparation platform and at right angles to it. A portable washing machine is placed at one end of this and, as the cans are cleaned, they pass on to the conveyor and are delivered to the filler. From here on the steps are similar to those already described, only in this case a special filler and a double seamer are used.

The devilled ham is also packed in glass jars and this procedure calls for a different arrangement. The production on these is not so large, and it is readily handled by entirely portable equipment. The jar is a new package within the last two years and it may be that in time other, permanent, machines will be needed. But in the beginning it was deemed to be good business to use what was available. It well illustrates the advantage of having versatile and portable equipment and the informal viewpoint. The jars are washed in one of the portable washing machines and are delivered to the portable filler which is placed close to the mezzanine floor. In this case the ham is not delivered directly

from the mixer but is put into a container and lowered to the floor on a portable, mechanical stacker which is extensively used as an elevator for passing materials back and forth between the floor and the mezzanine. Its portable feature makes it useful in delivering close to whatever kettle or cooker on the mezzanine or machine on the floor is to be served. The ham is dumped into the hopper or filler which places it in the cleaned glass containers and they come out on a portable stainless steel topped table for inspection. This is placed convenient to the two permanently located vacuum closing machines where the jars are sealed and placed on the metal racks which go into the sterilizing retorts. This arrangement is shown in Fig. 7. The vacuum closing machines have to be permanently installed on account of the need of connecting with the vacuum piping. The rate of filling is about 52 per minute.

Special retorts are provided for sterilizing the glass containers. These are equipped with automatic steam pressure regulators because it is essential to maintain an external pressure on the sealed jars in excess of the internal pressure generated by the heating process in order to keep the caps from being blown off. As an extra precaution against loss, the retorts are connected with a compressed air line which can be turned on immediately in case the steam pressure should fail for any reason during the operation of the plant.

The racks on which all of the sterilized packages (cans and jars) of ham are placed are taken from the retorts to the permanent carton packing conveyor (by lift truck) shown in Fig. 1. This completes the handling of the devilled ham product up to the labeling or wrapping point. Before discussing the following operations



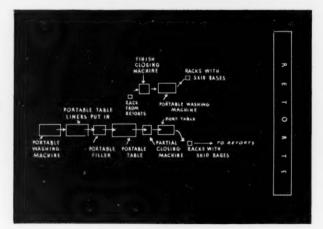


Fig. 9—Filling cans with steamed pudding batter. Fig. 10—Sealing and washing steamed pudding cans. Fig. 11—Wrapping $\frac{1}{4}$ - or $\frac{1}{2}$ -size cans of deviled ham at the rate of 65 per minute. Fig. 12—labeling $\frac{1}{4}$ -size cans of deviled ham with portable machine at the rate of 80 per minute

it will be well to consider the racking of the other products, for these are also labeled in the stock room. They are handled in two different ways due to the nature of the goods. That is, the steamed puddings are cooked in the cans and the soups are cooked before being placed in them. It might be said at this point that enameled cans are used for everything except the ham. It is also worth noting that these products are more or less odd jobs intended to keep the plant busy

during the off season for ham packing.

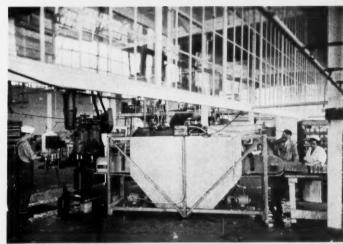
Figs. 8 and 9 show the arrangement of machinery for handling the steamed puddings. The cans are delivered to a conveniently placed portable washing machine and are delivered to one of the many stainless steel topped tables where a waxed paper disc is put in the bottom, as well as a waxed paper liner for the sides. This is to keep the pudding from sticking to the metal. They are filled with batter by the portable filler, previously mentioned, then pass on a short belt conveyor to the closing machine and then out on a table for inspection. It is not possible to seal the cans because of the cooking operation which follows, making it necessary to provide for the escape of the gases as the batter rises. Consequently the cans are not washed at this point but are placed on the racks for transport to the retorts. After cooking they are taken back to another similar closing machine for final sealing and from this pass through one of the portable washers, after which they are placed on a rack to be delivered to a machine which attaches the keys for opening. This machine is kept on a skid platform so that it may be moved to any desired location-which is usually near the carton packing conveyor, as that is the next step.

The packaging of the soup products is simpler because it is not necessary to line the cans and they may be finally sealed as soon as filled and then washed before going to the retorts. Nor are they provided with a key for opening as there is no need of removing the contents in a single undamaged piece, the pudding being solid and the soup liquid. The arrangement for the puddings is shown in Fig. 10. For the soups the portable filling units are merely shifted to the other closing

machine which makes the final seal.

The closing machines, on account of their vacuum connections, always have to be in the same place. For this reason the filling production lines are set up with respect to them. The closing machines are adjustable for different sizes of cans, but for the final double seamer it has been found to be a time saver to have two machines and keep them permanently adjusted. For this reason they are set on pedestals of concrete, of the same height as a skid platform, to which they are bolted. The vacuum pipe connections are made by means of unions. Thus, when there is a change in size of can it is only a matter of minutes to disconnect the unions, take off the nuts on the foundation bolts, remove the machine with a lift truck and put the other one in place, they being identical as to the dimensions of the base and pipe connections.











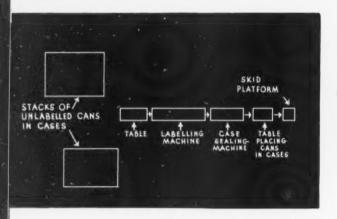


Fig. 13—Labeling glass jars of devilled ham. Note skid base on labeler to facilitate moving. Fig. 14—Diagram showing portable line for labeling cans of steamed puddings, etc. Fig. 15—Set-up for labeling cans other than ham. In foreground, portable case sealing unit

There are three portable washing machines. One of these was purchased and the two others were made in the company shop. Standard parts were used for the latter. The latest one was made of aluminum casing and framework and aluminum bolts and nuts, and has given excellent service. The pipes and valves are of brass construction throughout.

As already stated all labeling and wrapping is done in the stock room. First let us consider the ham packages. The 1/4 and 1/2 sizes of cans are wrapped, not labeled, and it is to be kept in mind that all of this equipment-labeling and wrapping-is kept 100 per cent portable. The lines are set up wherever convenient near stacks of merchandise, the flexible cords for supplying power to the small motors are plugged in and operations started. The ham packages to be wrapped are run through special machines. As these two sizes (1/4 and 1/2) are the largest sellers, one of the machines is kept permanently adjusted for each. The wrapping crew consists of four operators-a man to feed the cans into the machine hopper, a girl to start them into the wrapper, another girl to place the wrapped cans in cartons and a third who seals the cartons and places them on the skid platform. The wrapping machines are kept on skid platforms so that they may be easily moved as desired. This arrangement is shown clearly in the illustration Fig. 11. The rate of production is 65 per minute under ordinary operation.

The small (1/8) size cans have a label around the circumference. This is done by means of a portable machine provided with a small chute for feeding the cans into it and two parallel chutes at the discharge end. The labeled cans come out in one of these and are taken from it by an operator, inspected and replaced in the other chute from which they are removed by another operator to be placed in small display cartons of one dozen each. Four of the latter are put in a shipping case. The rate of production is 80 per minute with two girls feeding the machine (see Fig. 12), three inspecting the labels, two placing them in display cartons, one putting the latter in shipping cartons and one sealing the cartons.

A case sealing machine is not necessary for these operations because one girl operator can handle the sealing of the one side, the other having been sealed in the manufacturing department, and at least one operator would be required to tend a machine. With cans of pudding and soup, which are larger and call for larger and heavier cartons, a case sealing machine is used, as we shall see later.

The labeling of the glass jars of deviled ham is also done on a portable machine especially made for the purpose. A special machine is necessary to label these jars because they are more or less spherical in contour and it is something of a proposition to apply the labels in such a way that they will stick properly. Selection of a proper adhesive which would not pull the aluminum foil labels away from the glass as it dried also had to be given considerable thought. But both problems have been satisfactorily solved. This machine is shown in operation in Fig. 13. From this it will be seen that the unit is equipped with a skid base and that it includes a fairly long conveyor which delivers the jars to a stainless steel topped portable (Continued on page 90)





It's in the bow

I T HAS become traditional of late years to deck Christmas packages with fancy ribbons and huge, many-looped bows; in fact, a package is hardly considered a Christmas presentation unless it is appropriately tied. These tyings originally were of plain red and green satin and other fabric ribbons, or silver and gold tinsel which necessarily limited the choice of color combinations. In an effort to provide a wider range of tying materials, Freydberg Bros., manufacturer of all types of ribbons, has been engaged during the past seven or eight years in the development of cellulose ribbons and these have become one of the most important decorative tying materials in the country today. Not only is there wide acceptance of these ribbons for home use, but they are in demand for commercial tyings as well, for they make it possible to dress up staple articles that would never otherwise be considered as Christmas gifts.

The ribbons can be made to do many jobs well. For instance a vacuum cleaner manufacturer who knew that his product should make a most acceptable Christmas gift, wondered why it didn't sell in greater quantities at this season of the year. He finally tried covering the entire vacuum cleaner with a transparent cellulose material and decorating it with a huge bright red cellulose ribbon bow. The wrapping itself didn't make the package, but the addition of the bow did the trick, and that this strategy was successful was indicated by the large number of cleaners he was able to sell as Christmas gifts.

One retail store boosted Christmas sales in its kitchen department by assembling a matching set of kitchen gadgets such as strainer, egg beater, large spoon, etc. in a box covered with a sheet of transparent cellulose and banded with gaily colored cellulose ribbon merging into a fluffy bow in one corner. A similar job was done with a matched set of tools for amateur carpenters with equally satisfactory results. Even prosaic things such as automobile accessories have appeared during the holiday season tastefully wrapped and decorated with cellulose ribbon and bows, all of which indicates the possibilities of the use of the ribbons commercially for increasing sales in widely diversified products that might ordinarily become shelved during this season.

In preparing its line of cellulose tyings, therefore, Freyberg Bros. keeps in mind three major uses; ribbons for home use, for industrial use and for craft work, and they are designed with an eye to pleasing women in small towns as well as those in larger, more modern cities. A special laboratory is constantly developing new methods of tying and wrapping holiday and seasonal gifts, striving always to make them more effective and with true economy. One of the major difficulties encountered in promoting cellulose ribbons for home use was that for a long time people had been so used to fabric ribbons that in changing to cellulose they invariably used the same tying methods, with the result that this material at first was not very popular. It became necessary to educate people to the fact that cellulose ribbons do not need a strong, hard pull but are best handled with gentle pressure to shape them in the required manner. This was accomplished by preparing booklets and pamphlets containing detailed instructions emphasized by simple diagrams explaining the proper method of tying bows and giving suggestions for unusual package decoration with ribbons. The booklets were sent to manufacturers with each order of ribbons, who in (Continued on page 96)

Let's go fishing for more business

BY EVERTS H. HOWELL*



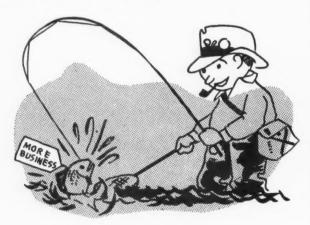
ABOUT thirty miles south of Syracuse, New York, is a progressive little town, called Homer. Years ago this village was immortalized by the author of "David Harum," and even today a young lawyer lives in the old "David Harum" home which he has modernized for convenient living. Twenty-five years ago a small factory was established in Homer for the manufacture of fish lines, known as the Newton Line Company. As the town was located in a veritable fisherman's paradise, with lakes, rivers and trout streams nearby, it is no wonder that every employee was an enthusiastic fisherman and that the company succeeded because the men who made the lines knew what was to be expected of a good fishing line.

The company prospered and grew over a period of twenty years until about five years ago, it found itself riding along, making the same kinds of line that were being offered by the rest of the industry; labeling, spooling and packaging in a manner that was very ordinary, but quite acceptable to the trade because it was the only way that fishing lines were being made or sold by

anyone else.

About this time, one of those inevitable reorganizations which most every business undergoes, at least once in a generation, took place in the Newton Line Company and a new group of young men came into active management and control of the business. They

*Treasurer, F. M. Howell & Company



had been associated with the industry long enough to know the problems that they would face and they were determined to do something to shake off the old "do-itas-it-always-has-been-done" policy-at least, insofar as their company was concerned.

They were convinced that there was a definite trend in America towards a growth in expenditures for all kinds of sporting goods equipment, and they were sure that fishing, being the poor man's sport as well as the rich man's luxury, would benefit by the natural up-turn of the sales curve. It might be said that unconsciously they adopted a slogan for their business which was



appropriate, something like the title of this article "Let's Go Fishing For More Business." And, here is

how they went about it.

First, they determined they were going to make definite and actual improvements in the quality of their fishing lines. They employed competent chemists and research men who painstakingly studied the practices of the past and worked out several basic improvements in methods and materials, so that progressively over the years '33, '34, '35 and '36, the Newton company has introduced and offered on the American market, certain definite improvements in the actual fishing lines themselves. These processes are held exclusively for the American market by Newton.

It would not be of interest to the average reader of Modern Packaging for the writer to go into great detail on just what these improvements are and have been. Simply, let us say that they actually made and offered the American public, fishing lines that were really better in several respects than were previously available. Having accomplished the gradual improvement of the merchandise to a point where it was more or less non-competitive as far as quality was concerned,

the company took the next step.

Second, it was decided to so improve the merchandising appearance of the goods that the dealers handling them would have an advantage when offering Newton Lines over their counters as compared to competitive goods. Turning to a reliable creative package manufacturer, the company officials gave the word to "cut loose" and do a real job of packaging. This program has been intensively developed over the last three years until friends and foes alike admire it. On the front cover of this issue is a full color natural reproduction of the three top numbers in the (Continued on page 07)

























Beer and wine in cans

AMONG the new in beer cans are Ruppert, Schaefer and Budweiser, the containers being produced by American Can Co.; Schlitz, Blatz and Fitger's, by Continental Can Co.; Bay State, Fox and Red Top, by National Can Co. Crown Cork & Seal Company has announced its manufacture of both flat and crown top cans, samples of which are shown at the lower right.

The California companies are offering wine in cans— Vacuum Wine & Spirits Canning Corporation of Elk Grove, with its Vin-Tin-Age brand, and Bear Creek Vacuum Wine Company, with its Bear Creek brand. Both brands are packed in 12-0z., vacuum-sealed, non-refillable and tamper-proof tins. The new packaged wines are the result of extensive experimentation to obtain suitable can linings, methods of packing etc. and substantiate the rumor of several months ago that canned wine could be expected to appear on the market. National distribution of both brands is under way.

Plants and personalities

W. H. Deisroth Company, Inc., is now located in its new plant at Third and Cambria Sts., Philadelphia, Pa. Telephones, Nebraska 5014 and Park 5377.

C. J. Shower has severed his connections with Cooper & Shower, Inc. The name of the company, however, will be continued for an indefinite period, and R. G. Cooper will continue his connection with the firm.

Marcy Babbitt has been engaged as stylist by William O'Neil, industrial designer, 299 Madison Ave., New York. Miss Babbitt has been a frequent contributor to Modern Packaging and other business publications.

Triangle Ink and Color Company, Inc., has opened an office at 219 West Franklin St., Baltimore, Md., where a full line of printing and lithographic inks will be stocked. J. F. Perfect is manager.

L. R. Cramblet has been appointed Western representative of A. M. Collins Manufacturing Company, according to Robert C. Fay, sales manager. J. J. Hood, who has represented the company in the Western territory retired on Aug. 1, on a company pension, after 50 years with Collins. For the past two years Mr. Cramblet has been sales manager and on the board of directors of Whiting-Patterson Co., Inc. Since January 1931, he has



L. R. CRAMBLET

been associated with Whiting-Patterson Company, first as salesman in its fancy and specialty paper department in New York, and in October 1932 became manager of that department in charge of merchandising and styling, purchasing and sales. He became sales manager of Whiting-Patterson in June, 1934. At the beginning of his business career he was for ten years, 1915-1925, owner of a printing business in the Pittsburgh district.

James H. Montgomery, Los Angeles, Cal., former sales manager and buyer of the stationery division of the Los Angeles News Company, has been appointed



JAMES H. MONTGOMERY

representative of **Chas. M. Higgins & Co., Inc.,** makers of Higgins' drawing and writing inks and adhesives, for the Pacific Coast and Mountain States territory.

Modern Packages, Inc., 27 Linden Ave., Memphis, Tenn., has purchased the Memphis plant of American Tri-State Paper Box Company. The company manufactures cartons, set-up paper boxes and displays. Jay C. Bruce is vice president and general manager.

H. Philip Bender of Palm, Fechteler & Company has just returned from an extended vacation, during which time he visited Iceland, Norway, Sweden, Denmark, Estonia, Russia and Finland. The trip was made on the steamer Kungsholm of the Swedish-American Line.

William F. Sullivan has been appointed manager of the Boston office of Triangle Ink & Color Co., Inc., 231 Congress St. Mr. Sullivan has for many years been identified with the graphic arts industry in New England. He is an experienced offset pressman and for some time has been most active in New England Craftsmen's Club affairs.

The Fifth Annual Drug Trades Exposition of the Drug Salesmen's Association of New York, Inc. will be held this year at the Grand Central Palace, New York City, during National Pharmacy Week, October 20, 21 and 22, 1936. The scope is being expanded to include the participation of thousands of physicians as well as proprietors of pharmacies and wholesalers in the field, emphasis being placed upon the close relations existing between the medical profession and pharmacy.

Carl F. Schultheis has been transferred from his position as sales service manager of the A. M. Collins Manufacturing Company to that of New England representative. H. L. Simons, Jr., who has formerly covered this territory will confine his activities to the New York and Philadelphia metropolitan areas. Arthur E. Dorval assumes Mr. Schultheis' duties as sales service manager.

The Mundet Cork Corporation announces the appointment of Arthur Hanson as sales representative for Mundet closures and cork products in the western section of New York and Pennsylvania. Mr. Hanson has been associated with the company for the past year, serving in the home office in Brooklyn. Irvin Apmann, University of Wisconsin graduate has been selected as Mr. Hanson's successor in the Brooklyn office.

The Polygraphic Company of America has announced the inauguration of its Display Service Division under the direction of the following: William G. Adams, formerly vice president of the Einson-Freeman Company; Maylock Artmann, formerly with the Einson-Freeman Company; Stilwell Clapp, formerly with Snyder & Black, Inc.; E. Jerry Staples, formerly with Niagara, Sweeney and other leading lithographers.

Bond-Penn Tube Company is a combination of the collapsible tube division of the Bond Manufacturing Corporation, Inc. of Wilmington, Del., with the Pennsylvania Collapsible Tube Company of Williamsport, Pa. The Bond Manufacturing Corporation, Inc. has been in existence since 1907 and the Pennsylvania Collapsible Tube Company since 1919. The new company will be under the supervision of O. B. Case and Charles A. Tone.

Continental Can Company (of Pennsylvania) a subsidiary of Continental Can Company, Inc., acquired the assets and can manufacturing business of the Wilkes-Barre Can Company, Wilkes-Barre, Pa. The Wilkes-Barre Can Company, established in 1858, manufactures a general line of tin containers including oil and grease cans, drums, buckets, cannister sets, etc. The property acquired includes a three-story can manufacturing plant of approximately 104,000 sq. ft.

Theodore T. Miller, general sales manager of Dewey and Almy Chemical Company, sailed on Aug. 1 for Paris, where he plans to make his headquarters for the next three months, to be in closer touch with the needs of the European field. Mr. Miller, who has been at the Cambridge, Mass. office of the Dewey and Almy Company since last November, was for some time associated with the Paris office of the company, from which for ten years he was in charge of all European sales.

Henry L. Gilbert, Jr., of Dewey and Almy Chemical Company, Cambridge, Mass., has returned from an eight months' trip around the world in the interests of the company. The most important accomplishment of his trip was the organization of the company's new factory and sales office at Melbourne, Australia. Mr. Gilbert, who is executive assistant to Mr. Almy, vice president of the company, also paid extended visits to the Dewey and Almy factory and branches in Naples, Paris and London.

A. G. Spilker, formerly connected with one of the old established collapsible tube houses, will represent A. H. Wirz, Inc., on the Pacific Coast in the near future. W. I. Frost, who has been representative of the company in California, has resigned as of Oct. 1 to take up other lines. Mr. Spilker will cooperate with Mr. Frost until then. Mr. Spilker has had over twenty years experience in the tube business, also in connection with tube accessories, sprinkler tops, oil can spouts, and is not only familiar with the sales end but also with design and manufacturing of tubes.

Arthur R. Morgan, president of the United States Printing & Lithograph Co., announces the appointment of A. C. Osborn, vice president, to the newly created office of coordinator of sales and production for all divisions of the company, with headquarters in Cincinnati. The seven production plants of the U. S. organization are located at Brooklyn, Baltimore, Buffalo, Erie, Pa., Cincinnati, Newport, Ky. and St. Charles, Ill. Mr. Osborn was formerly manager of the Western Division. The new manager of the Western Division is Arthur C. Saylor, for fifteen years sales manager of the Western Division, and prior to that manager of the Chicago branch office.

S. J. Steele, vice president in charge of sales, and J. F. Hartlieb, vice president of Continental Can Company, Inc. were designated as executive vice presidents of the company at a recent meeting of the board of directors. The following additional vice presidents were elected; F. J. O'Brien, formerly general manager of production, was elected vice president in charge of manufacture; F. Gladden Searle, formerly general sales manager, was elected vice president in charge of sales; Arthur V. Crary, of the general line sales department; J. S. Snelham, formerly comptroller, was elected vice president and comptroller; M. S. Huffman, a director of the company with headquarters on the Pacific Coast, was elected vice president.

William J. O'Neil, industrial designer, has removed his studios from 155 E. 34 St., to 299 Madison Ave., New York, where he will continue to serve manufacturers in the design of their packages and products. Mr. O'Neil, a former advertising agency art director McCann-Erickson, Cleveland, and Young & Rubicam, New York, has been operating as free lance industrial designer for the past five years. He is known for his designs on Standard Oil's Esso line, unifying some 65 packages under one basic design (winner of gold award Modern Packaging); Bon Ami de luxe package; John Cotton line (British Royal Academy award); Boraxo (for McCann-Erickson, New York, winner Wolf award), King Candy packages; Reid's Centermould Ice Cream package; and many others. He has designed for Westinghouse X-Ray Co., Pinney-Bowes Postage Meter Co., Dictaphone Corp., etc.

Merging of the business of the **Unyte Corporation** with that of the **Plaskon Company**, **Inc.**, has been announced. The new company, which will be by far the world's largest producer of urea formaldehyde resins, will be known as the **Plaskon Company**, **Inc.**, a Delaware corporation. Its officers will be those of the Plas-

kon company: James L. Rodgers, Jr., president; Horton Spitzer and R. B. Harrison, vice presidents; C. O. Marshall, secretary, and W. R. Feldtmann, treasurer. Directors will be H. D. Bennett, president of the Toledo Scale Company; W. P. Pickhardt, former president of Unyte; and J. L. Rodgers, Jr.

The new concern takes over all process and patent rights formerly held by Unyte Corporation. Head offices will be in Toledo, O. The New York office of Unyte, formerly at 521 5th Ave. will be transferred to 41 East 42nd Street. For the present, Unyte will be manufactured and sold under its own name.

On August 1 new designations were allocated to the various sales divisions of Celluloid Corporation to allow for the additional products that are now sold by this company. Plastics Division is the new designation for the former Sheet, Rod & Tube Division which will now handle the sale of all cellulose plastic materials, i.e. Celluloid (cellulose nitrate) and Lumarith (cellulose acetate). In addition to the sheets, rods and tubes in Celluloid and Lumarith the Plastics Division will sell Celluloid and Lumarith in rolls (continuous lengths), Lumarith molding powders, box toe materials, dopes and cements. Fabricating Division is the new name for the former Specialties Division which handles the sale of machined and molded articles in Celluloid and Lumarith for those who have no facilities for handling plastics in their own plants.

The other sales divisions of the company remain as formerly designated: Packaging Division—Protectoid transparent wrapping materials and Protectoid transparent rigid containers; Chemical Division—Lindol (tricresyl phosphate) and H-Scale (synthetic pearl essence); Film Division—Samson (cellulose nitrate) and safety Samson (cellulose acetate) film bases; Amerith-Art Ivory Toiletware Division—Dresser sets, combs and other toilet articles in Celluloid and Lumarith.



The above illustration shows the versatility of Kimble glass vials to package and display products used for a wide variety of purposes. At the left is a large Kimble display bottle used in food exhibits, while its "small brother" vials at the right are two pharmaceutical packages now enjoying widespread popularity in Kimble "vest pocket" form

Philip Ignatius Heuisler, president and chairman of the executive committee of the Maryland Glass Corporation, passed away suddenly on August 17, at Franconia, N. H., where he had gone several weeks ago for a vacation. He suffered a stroke and died less than twelve hours later. Mr. Heuisler was born in Baltimore



PHILIP I. HEUISLER

Feb. 1, 1871, the son of the late Joseph S. Heuisler (member of the Baltimore Bar) and Katherine McCann Heuisler. He was also a brother of the late Judge Charles W. Heuisler and Dr. Joseph S. Heuisler of Baltimore. Mr. Heuisler was a graduate of Loyola College, Baltimore and studied pharmacy at the University of Maryland and chemistry at Johns Hopkins University.

Mr. Heuisler became associated with the late Captain Isaac E. Emerson about forty-six years ago, in the early days of the Emerson Drug Company. In 1908 Captain Emerson organized the Maryland Glass Corporation and made Mr. Heuisler its president, which office he continued to hold until the time of his death. At the death of Captain Emerson in 1931, Mr. Heuisler became president of the Emerson Drug Company, succeeding Joseph F. Hindes, who was made chairman of the board of directors of the Emerson Drug Company and chairman of the executive committee of the Maryland Glass Corporation. When Mr. Hindes died last October, Mr. Heuisler became chairman of the executive commit.ee (retaining the presidency) of the Maryland Glass Corporation, and chairman of the board of the Emerson Drug Company.

Mr. Heuisler was also president and chairman of the executive committee of Bromo-Seltzer, Limited, Toronto, Canada; chairman of the executive committee of the Emerson Hotel Company, and vice president of the Citro Chemical Company of Maywood, N. J. He was past president of the Glass Container Association of America, in which organization he was active for many years. He was also active in the Proprietary Association, and the American Pharmaceutical Association.

The resumption of dividends in the capital stock of Container Corporation of America was announced recently by Walter P. Paepcke, president, following a meeting in New York of the Board of Directors of the Corporation. The directors voted a quarterly dividend of 25 cents per share on the 653,540 shares outstanding capital stock.

MODERN DISPLAY



youign



The cooperative wooden hang sign, one of the many types of displays manufactured by Kay Displays, Inc., should be a definite part of your display program.

Your dealers will give this cooperative hang sign preferred and permanent position in their stores. Regardless of the many changes of merchandise and displays which may take place, from time to time, on your dealers' counters or in the windows, your hang sign will hang suspended either in the window or in the store over the counter and remain there as an independent and permanent display fixture.

Your hanging sign will appear constantly at the strategic points in the windows and in the stores over the counters. The tie-up of your product or name with the dealer's service indicates his endorsement of your product and will exert a powerful influence upon your consumer at the very point of sale.

Kay Displays hanging signs are made of plywood, finished in lacquer—are permanent—entail no installation cost on your part insures your dealer's cooperation and will hang at the vital focal points in your dealers stores where, after all, the consumer makes final decision on your product.

Kay hang signs will more than pay for themselves in dealer goodwill, preferred position and continued consumer circulation value.



The tie-up of dealer and manufacturer names signifies the dealer's endorsement of RCA products.



Placed at eye level in the window, this cooperative Royal Typewriter hanging sign remains a permanent fixture regardless of changes on the floor of the window.

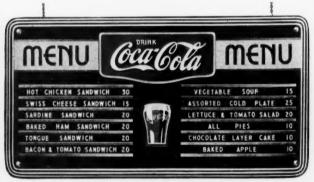
ARMSTRONG'S LINOLEUM FLOORS

FLOOR COVERING DEPARTMENT

ARMSTRONG'S QUAKER RUGS



This Armstrong cooperative hang sign for department stores gives the advertiser identity at the very time and place of



For over two years this Coca-Cola Wooden Menu Board hang sign has hung at prominent points in dealer stores and windows-and is still going strong.

KAY DISPLAYS, INC.

230 PARK AVENUE, NEW YORK, N. Y.

*One of America's largest manufacturers of advertising displays other than lithography

WE WANT YOU TO TEST A SAMPLE HANG SIGN: Send us a copy of your trade mark with (or without) your suggested dealers copy and we will submit to you a miniature model of a hang sign—no cost or obligation to you.

Upon your approval of this miniature model we will manufacture one production test model, exactly as proposed for your

quantity order. We will make this test model hang sign for the nominal sum of \$25.00 refundable upon receipt of your quantity

This production model hang sign can be tested in typical store locations to pre-prove its merits before you decide to purchase. WE BELIEVE IT IS WORTH YOUR INVESTMENT TO AT LEAST TEST THIS IMPORTANT DISPLAY DEVICE



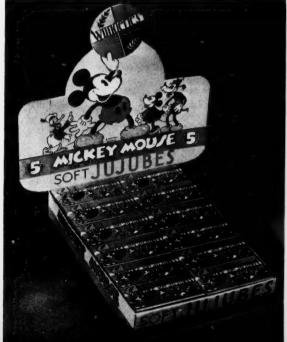


GALLERY of advertising displays

1. Customers "take" Alka-Seltzer from the open display baskets which carry the same pictorial as do the window displays. 2. Lever Brothers also present two of their products in a "serve yourself" counter display basket. Both displays are by the Forbes Lithograph Company. 3. Suggestion, in the giant coffee cup counter basket, sold plenty of Chase & Sanborn. Designed and

lithographed by The W. F. Powers Company. **4.** Sales increased when Swift's Jewel shortening was taken off the shelf and placed in Hinde & Dauch Selmor display stand. **5.** Mickey (supersalesman) sponsors a new product made by Ph. Wunderle. Cartons and display container are made by Gair.







SEPTEMBER 1936

63





GALLERY of advertising displays

6. A two-panel display card stresses a direct selling appeal for Carioca Cooler. Created and produced by United Lithographing Corporation. 7. Try and "duck" the sales value of the display used by Bauer & Black for Wet-Pruf. Designed and produced by Zipprodt, Inc. 8. Preferred location in stores is obtained for this Selmor stand used by Colgate-Palmolive-Peet. Designed by the Hinde

& Dauch Paper Company. 9. Another novel point-of-purchase jumble type display piece developed and produced for the LePage's line of adhesives of the Russia Cement Company by The Forbes Lithograph Company. 10. Nan Grey, 17, Hollywood's youngest leading lady, seems well pleased with the idea of serving herself from the Selmor display stand designed for General Foods by The Hinde & Dauch Paper Company. 11. Amos 'n Andy tie-up in the counter display for the new 25-cent tube of Pepsodent. Lithographed by Strobridge Lithographing Company. 12. Mass-merchandise dummy-package display used by Standard Brands, Inc. Conceived and lithographed by The W. F. Powers Company. 13. Alexander Smith Tru-



10



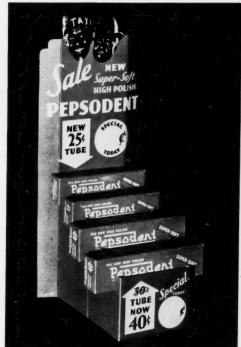


9

8

12

11









Tone Carpet turntable display, as developed by Kay Displays, Inc. in cooperation with Anderson Davis & Platte. 14. Colgate's Soap Sale display is proving (in sales) that mass display is good display. Planned and produced by The Niagara Lithograph Company. 15. "Those long cool ones," as expressed in the "Bottoms $\mathrm{Up}^{\prime\prime}$ display moved faster for Brown-Forman Distillery Co. Created and produced by Zipprodt, Inc. 16. Six pieces and flexible, a new world atmosphere for an old world product, is the display for the Mitcham Lavender line by Potter & Moore. Created and produced by the United States Printing & Lithograph Company.





How to make window panes pay a profit

BY A. T. FISCHER*

ANY interesting articles have appeared in recent issues of Modern Packaging dealing with the importance of window display for the manufacturer's product and the many different ways of using this consumer medium. The value of this point-of-sale circulation is no longer open to question. But procuring desirable space at reasonable cost in thousands of retail stores is a real problem, one that advertisers have been wrestling with for many years. For each advertiser is continually seeking *preferred position* at the dealer's store, for his own package or display material. Often

this has meant paying for location and space, in the hope that with the goods out in front, more eyes will see and more customers be reminded.

Primarily this means featuring the individual package wherever possible. Modern business is based on the individual package—the cornerstone or foundation on which the whole business rests. Much time, money and effort have gone into designing the package, and a fortune has been spent to get it before the public and to earn both consumer acceptance and the dealer's favor.

But what happens when that same package gets to





The average person walks past a 20-ft. store in about six seconds. Any display to be effective must make its appeal in that short space of time. Below: The Jell-O Hi-Spot display measures 6 in. x 8 in. and holds an actual package of the product. The entire display, package and all, is suspended right on the glass

the dealer's store? In all probability it is just one of three thousand grocery items or one of six thousand drug items, and unless something is done to break the routine it will come to rest on shelves or in drawers and be stacked up for convenience rather than for merchandising effect.

Even if it does get into the windows or on top of the counters, it is more frequently just one of dozens or hundreds of items similarly displayed. Today most merchants believe in open display and, as far as possible, place everything within the sight of the passing customer. The rank and file of grocers, druggists, hardware dealers, etc., nowadays pay little attention to any unity of idea or fixed appeal but use what is called "varied appeal," hoping that something, somehow will catch the eye of every possible customer.

To meet the current need of something to high-spot the individual package, I tried to forget what had been done in the past, and it seemed more important than ever before to provide the kind of material that would, first of all, appeal to the dealer, since only through him could the advertiser secure that much-desired preferred position.

The function of plate glass is of course to protect the goods on display in windows and showcases. But instead of having this pane of glass become a barrier between goods and public, we could make it a carrier or means of displaying the product itself-away from everything else, right up on the glass, where there is no crowding and where space is always available, and where the package itself would be "out in front."

Turning over all the things that have hitherto been done in display promotion, it occurred to me that here all these years both advertisers and dealers-and creators of displays-have all been thinking entirely of mass effect or size of display in the window and on the counter, and had entirely overlooked the real opportunity of getting their story across directly on the window pane itself. We have been so busy-all of us-looking through the windows of the 1,500,000 retail stores in the United States that we failed to do the obvious thing-namely, to look at the window.



Here was something new. And if we could high-spot a package on the glass, it would not only make the dealer's unused window pane pay a profit, but he could use such a package display no matter how crowded the window, and without disturbing material already there.

I set to work on this "on the glass" hunch and worked along the practical lines of something small, economical, and adaptable that could be used in every type of retail outlet, and used freely without paying for space occupied. As a result I developed and patented the Hi-Spot Display-so called because it high-spots the package, gets preferred position and makes the dealer's

window panes pay a profit!

We all know that many an attractive or elaborate display that has been sent to a dealer by the manufacturer for his particular product, has failed to see the light of day. In general, it seems safe to say that large and elaborate displays tend to generate resistance and in many cases this type of material gives way to smaller material that is more flexible and adaptable to varying conditions, provided of course the smaller display is, as it must be, effective.

Manufacturers are beginning to realize that size alone or costly material, do not always insure a good

showing. In all of this of course I am thinking not of certain selected dealers or one window here and there, but a mass of windows-exactly as in the case of any other mass medium. Dr. Gallup's consumer research has proved conclusively that with magazine and newspaper space, mere size is no guarantee that the ad will be read. Attention is made up of a combination of two things-position and treatment. The same truth applies to display. Dominance does not depend on the amount of space used to make an impression. Small men often create big impressions-nickels and dimes properly used may do more than dollars. Thus the smaller displayif it is properly planned, and the treatment is rightmay command respect and attention out of proportion to its size. If the treatment or effect is unique or unusual it makes a favorable impression on the dealer and he gives it preferred position.

In other words, what makes one display more productive than another is not the size or cost, but the nature of the appeal. A few square inches of "superspace" on the glass itself—properly utilized—can be more effective and more productive than a much larger area of conventional display inside the window.

The thing that makes a Hi-Spot Display is not only its unusual location on the glass, but the fact that it shows the *package* advantageously in its *full three dimensions*. I do not mean a picture of the package or a paper poster but the actual package—bottle, can or carton—held up to view on the glass, against an effective colored or three dimensional background—all occupying minimum space but producing maximum effect because *away* from everything else and shown at *eye level* close up to the sidewalk.

To appreciate this point it is well to remember that eye-level is a direct aid to proper seeing. The science of optics shows that the direct rays from the object at eye level are shorter, and they register with more acuteness.

The package display at eye level on the glass favors this clear vision, as against the blurred impression of miscellaneous and conflicting mass display in the window and back from the sidewalk.

With many displays inside the window, the sidewalk pedestrian must stand right in front of the store to view the display; and usually the display is not visible any distance from the store, right or left.





The Spry display, measuring 9 in. x 9 in., supports a round metal Spry can and is unusually conspicuous and readily seen from any angle. Below: The Ballard display is built around the actual package—in this case a round fibre container. The complete unit measures 7 in. x 7 in. and is suspended on the glass at eye-level

Among many tests we have made, we have found that the average person would walk past a 20-ft. store front in approximately six seconds. Any display inside the window, or any display on the glass, must be seen in that short interval of six seconds. But because a Hi-Spot Display is out of the flat and projects in all three dimensions, this type of display is visible at a greater distance and from either direction of approach, thus giving more value to sidewalk traffic since the display is "exposed" to the prospect for a longer period, and of course the customer is more likely to stop. It is the unusual that attracts attention.

Careful tests have proved that window pane space is obtainable, and surveys among dealers show a ready response to the new idea. The material offered for Hi-Spot Display must be right in size and design, and of course it must fit the package exactly or it will not suspend properly. Furthermore it must be so constructed that it can be easily and quickly placed in position by any dealer, salesman or detail man, without lengthy instructions or mechanical problems.

By utilizing this on-the-window space, the advertiser obtains the choicest location in the entire world of display, secures Preferred Position with a Capital P, ideal Location with a great big L—at a moderate cost for material. There is no paying for window space and, what is most important, the package itself is dramatized.

Display should have a direct and immediate effect on dealers' sales. The editor of *Progressive Grocer* has said that almost any product properly displayed in grocery stores will show an increase in sales running from 25 per cent to 50 per cent, and in my own tests made with nationally advertised goods as well as products not nationally known I have proven this fact.

But modern counters and windows are crowded. It is daily growing more difficult (Continued on page 76)



BECAUSE SHE HELPED HERSELF!

She just couldn't miss your product. She saw it the minute she entered the store. The clerks were busy so she helped herself . . . and enjoyed it.

H & D "Selmor" Merchandise Displays attract attention. They permit customers to examine your products at close range and suggest that they serve themselves. As a result, sales are speeded up, the consumer is satisfied, the dealer is happy . . . and so are you.

Use "Selmor" - the master silent salesman. For samples and prices write-

THE HINDE & DAUCH PAPER CO. 323 Decatur Street Sandusky, Ohio

NAN GRAY, featured player in the current Universal Produc-tion, "Crash Donovan."

An "always complete" display

THE NEW purse size Cheramy Perfume merchandising counter display stand owes its attractive quality appeal to several unique features of design and construction which make this a really new type of display stand. Conceived and created by Edwin H. Scheele, industrial designer, the display stand is built of card-

board, wood and prefinished metal.

The Cheramy Company desired the following: an original merchandising counter display stand and hanger that, together with twenty-four bottles, would ship flat; a unit that would be refillable and of sufficient beauty and intrinsic value as not to be readily discarded by the most hard boiled druggist; that would be in harmony with the best perfume counters as well as enhance the sales appeal of the perfume. Often a display will call more attention to itself than to the product it attempts to display. Mr. Scheele's idea of a good merchandising display is one in which the appearance of the product is improved and at the same time the display does not attract attention to itself at the expense

of the product. A good display stand should further strengthen the impression of the product on the consumer's mind via easy and pleasant vision to the eye. The consumer should not be attracted to the display stand to the extent where she admires the display stand, tells her friends about the cutest miniature castle display she saw that afternoon, and when asked what product the display stand held, she can't seem to remember. But the castle was

cute to look at!

One of the faults of nearly all merchandising counter displays is that after several units have been sold the display no longer seems complete. There remain ugly gaping holes which call attention to themselves at the expense of the remaining products and the beauty of the display. In the new Cheramy Perfume display stand this condition has been eliminated. Even though more than half the bottles be removed, the stand still appears as though it were designed to hold just that number, thereby retaining its original feminine "buy me" appeal throughout the life of the display.

The panel at the top of the Cheramy stand is a lithographed label mounted on cardboard. When shipped, this panel is an integral part of the display stand and is not removable by the dealer when he receives it.

Each horizontal unit holding twelve bottles is formed of two pieces of Apollo metal. One member of the section resembles an "L" in cross section with a turned up, spring action, coiled tail. The back section resembles a deeply corrugated strip against which the bottles rest upright. It is the spring action of the first or outer piece, which looks like a horizontal metal bar in the illustration, that holds the bottles securely. There is a clicking sound as one snaps a bottle in or out of the display stand.

The black cardboard section is as ingeniously arranged as the metal trays which hold the bottles. It is one piece of board cut and scored to form the base and backdrop of the display as well as a casing for the tops of the wood rods and display section on which the copy panel is mounted. The base section through which the two wooden rods pass is dropped, bringing the backdrop forward, the base folding between the front and backdrop to ship flat, the same position used for hanging display. Having a full base, the display can be stood not only on counters but on top of 3- or 4-in. diameter cylindrical stands for window display.





A Masterpiece in Modern Merchandising

THE new Ball Blue Book ... a masterpiece in modern merchandising ... sixty pages packed with preserving instructions and recipes. Page after page setting forth artistic photographic arrangements of fruits and vegetables, LITHOGRAPHED IN FOUR COLORS ... each one a compelling taste tempter and appetite stimulator ... the complete book an inspiration and a challenge to every housewife. Thus do those smart merchandisers, the Ball Brothers Company, make their 1936 appeal to the discriminating homemakers of the country.

• Smart and modern in design . . . faithful in direct photographic product reproduction . . . beautifully lithographed on new multicolor precision presses . . . this new book is an outstanding exemplification of the results of CREATIVE COÖPERATION. • Close collaboration of Forbes creative and merchandising executives with sales and merchandising executives of Ball Brothers Company, and their advertising counselors, developed and designed the book . . . Forbes craftsmen did the rest!

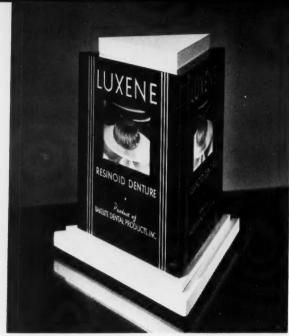
For Creative Cooperation Consult



FORBES LITHOGRAPH CO. P. O. BOX 513 · BOSTON

NEW YORK . PHILADELPHIA . ROCHESTER . CHICAGO . DETROIT . CLEVELAND





Displaymen turn to plastics

BY DON MASSON*

ONE of the first steps in planning an advertising campaign is to determine its objectives and the results desired. The second step is to decide what mediums will most effectively accomplish that purpose. One advertiser may find that he should use a combination of newspapers and direct mail; another, magazines and radio, and still another, direct mail and dealer merchandising displays.

Once a manufacturer has set up a skeleton outline for an advertising schedule, his problems become even more difficult in that he must select the most effective mediums within a specific group. For example, if he intends to use general magazines, he soon realizes how wasteful it would be to employ all of the several hundred magazines, perhaps because of the amount of duplication in circulation, the fact that some publications reach a class of consumers who are not his prospects or any one of a number of reasons.

By the same token, the advertiser who uses merchandising displays must choose display materials which are

best suited for merchandising his product. In one instance he may find that a most effective display may be produced from cardboard, and in another stamped metal or a combination of wood and metal. A great deal also depends upon the nature of the display and how it is to be used by the retailer.

It might seem rather ridiculous for a manufacturer to spend as high as \$15 or \$20 for a display to sell 5-cent merchandise, if the displays were to be used for only a few weeks. On the other hand, such advertisers as Wrigley, Life Savers and Beech-Nut go to the trouble of furnishing stores with well built, rather costly counter cabinets and display stands which will be used for many months. In this case it is only necessary that the dealer replace his stock in the cabinets regularly. The display becomes a permanent part of his store equipment for continued use.

In late years the displayman has found the list of materials at his disposal increasing rapidly. This is a natural sequence because the scientist and chemist have created newer materials which serve industry much bet-

Above, left: No ordinary display can do justice to delicate perfume. Reta Terrell has created this counter sampler from attractive peach color cast resinoid. Above, right: An illuminated display for Luxene resinoid provides twoway vision. Constructed from Formica in black, relieved by white and silver. Designed by Industrial Displays, Inc. Right: Daggett & Ramsdell have combined all the elements of good store display, designed by Fischer Exhibits, Inc. and constructed of Formica in green and dark brown with chromium trim



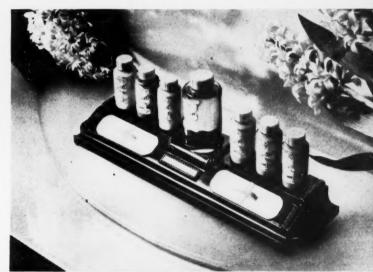
^{*} Technical editor, Bakelite Corporation

ter than others heretofore available. Plastic materials in various forms are becoming increasingly popular for certain types of displays, as may be witnessed by the illustrations reproduced with this article. They are not a cure-all for the displayman's problem. There are many places where they cannot replace traditional materials in the creation of effective displays. On the other hand, they offer many advantages and they should not be overlooked as a possible means of producing better and more effective displays and merchandising helps.

So many ask, "What are plastics? In what forms may they be found? What are their particular qualities and properties?" In speaking of plastics it should be realized that they are fabricated in a variety of forms. Some are molded plastics, some are laminated plastics, and some are cast to form, later to be machined and polished. Chiefly, these are the plastic materials which can be used to best advantage in the creation of modern three-dimensional merchandising displays.

Although they have a combination of many properties and qualities, their most important general properties, so far as displays are concerned, are fine appearance, permanency of finish, and durability. Consequently, the display designer who desires to create an atmosphere of quality and richness will find plastic materials ideally suited in many instances. Also, they may be used where a display is required to have long life with little or no maintenance problems—the first cost being the last.

In their molded form plastic displays are produced in hardened steel dies by the application of heat and pressure. This process reproduces faithfully the contour of the mold. The piece comes from the mold entirely finished except for the removal of excess material where the mold parts come together. The finish, whether rough, smooth or stippled, depends upon the treatment given the mold surface. Color is a part of the material; therefore, the piece needs no (Continued on page 95)



Above, right: The Theon Company created this rich-looking stand in black Bakelite molded, providing contrast with the ivory compartment covers. Right: Overcrowding is avoided in the illuminated display for Soft-Lite lenses; illustrations are hand painted on a white Formica panel. Designed by Fischer Exhibits, Inc.





Left: A pleasing contrast of jet black Synthane and bright chromium is employed in this new display for Hamilton watches. The display card forming the background is interchangeable so that various subjects may be shown. All photographs reproduced in this article are shown through the courtesy of the Bakelite Corporation

The sellers of action displays*

BY WILLIAM A. WHITING

THE manufacturers of those products which are given nation-wide advertising are being besieged —yes, bombarded—by those who would sell them a quantity of moving displays, portable display units with some sort of light action or mechanical motion or, perhaps, both.

"What sort of an army is this" you ask "that is continually knocking at my door? Do they each have a different gadget; must I see them all before I can choose the most appropriate type of display for my purposes? Is there no classification or organization or elimination

in this field of motion displays?"

Many an advertising man, trained and experienced in all that he needed to know before the advent of moving displays has admitted that he is stumped when it comes to dealing with this question. And many will add "I made a mess of one order and I'm going to be darn cautious what I buy and who I buy from."

Such conditions in a market call for clarifying information. Perhaps the product manufacturers' advertising and sales managers, as well as their advertising agency executives, would like to know more about this motley horde of display sellers with their new fangled ideas which are in such demand that, unfortunately,

about a thousand moving cut-outs for the same money you'd pay us for 5,000 stills. After all, haven't our displays been all right? Now here's a new girl angle. . . ."
"But," you parry, "our executives have decided on a motion display, 5,000 displays in action."

(2) Then comes another lithography salesman with "our own patented device for putting in the motion appeal." He works on the theory that (a) the display must and will be a litho; (b) the gadget his house has adopted must be used, and, therefore, (c) the possibilities of demonstrating the merits of the product by appropriate action are confined to the (a) and (b) limitations. If he realizes this, Mr. Buyer looks further.

(3) The metal sign man arrives. He talks durability. He "fires" his glass plates. His finishes are baked. "But," you again protest, "we want motion. Not just a box flashing on and off, we want to show the passers-by that our heater really heats, brings summer joy into a home in the dead of winter! Perhaps it can't be done, but we really want to dramatize our sales story. Will your signt do that?"

(4) "Our exclusive rights to patents Number Umpty ump make it possible for us to do what you want. Just leave it to me—if we can't do it nobody can, etc." So,



even crazy ideas poorly constructed are not only being offered but accepted. And the silly part of it is that when that has happened other concerns with clever, practical ideas and reliable manufacturing policies were just as available and were, perhaps, rejected through personal favoritism, stupid judgment or ignorance of the problems involved.

Let's consider a few of the sellers—the buyers will have little difficulty recognizing them.

(1) The lithography salesman who says "Well, yes, we make motion displays, there are several motion units that can be attached. Of course, we don't guarantee any of them—in fact they hardly ever keep going, and the added cost cuts down your printing order. You'll get

through sheer exhaustion, Mr. Buyer leaves it to No. 4 and finds out a couple of weeks later that said patent limits the action to the portrayal of the most obvious thing about his burner: it shows it burning! But the theme of the company's rapidly approaching campaign is not presented as a window tie-up with the periodical ads, and the president of the burner company insisted it must be. So No. 4's contribution is out and Mr. Buyer starts over again.

(5) A salesman for the International Cosmic Display and Sign Corporation of America vaguely claims that his company is in a position to let the burner company be the first to use their latest discovery. It will call for an advance of a mere \$200 to complete final experiments and enable them to move out of their cellar quarters Mr. Buyer continues his search for ways and means.

(6) Ah! At last a salesman (Continued on page 77)

^{*}The first of a series of constructive discussions of some of the problems of producing motion displays in quantities

Giving the package a chance

BY W. H. WALKER *



IF THE manufacturer is to get the proper return for money invested in package design the actual package must be put within sight and reach of the consumer. Accurate reproductions of the package in magazine and newspaper advertisements are important, but the effectiveness of all such advertising is still dependent upon the handling of the package at the point of sale. That is where the eye appeal of the package completes the work started on the billboard. However, the

package has to be given the chance.

Counter stands always have and always will do an excellent job in getting products off the shelves and out within reach of the consumer. Counter space is limited, however, because from the day a store is opened the amount of counter space that can be given to display is determined, and is kept in constant use for that purpose at all times. This crowded condition on the counter plus the increased importance of point-of-sale advertising during the depression has brought about a tremendous development of floor stands. They are used today not only as a definite part of many advertising campaigns but sometimes as the one and only means employed to promote the sale of packaged products.

Not only are carefully planned and elaborate advertising campaigns brought to a successful climax by display stands, but they have come to be an effective means of introducing new products or special deals on old products. When a floor stand is used the manufacturer is relieved of the responsibility of creating a specific consumer demand, and special effort is not necessary on the part of the clerk to introduce a new product to the people.

*Eastern representative, Ottawa River Paper Co.

When a storekeeper is approached by specialty salesmen or truck salesmen to sell him a new product the first reaction is often a discouraging one, "My shelves are full." "I have had no calls for it." "I have not time to introduce the product with personal sales talk." "I can make as much or more money selling something that is called for."

Manufacturers are equipping their representatives today with floor stands that break down every one of the above arguments. The men set them up quickly, display the product in quantity, and the first service rendered by the stand is to sell the storekeeper himself on the product. The self-serve feature appeals to store-



The floor stand used for Evergreen products creates its own ''department,'' inviting customers to select and buy. The Force display reproduces slogan and trade mark of package in larger size. Photos by courtesy of Ottawa River Paper Company

keepers because they know that is the modern trend and it is a sound merchandising practice. He realizes also that his store will have the appearance of more goods on hand. Yet he has not been asked for any shelf space or counter space. Two or three square feet of floor space is all that is asked for and there is always floor space available.

Floor stands are also being used to create individual brand departments. Groups of products carrying the same brand names are placed on one stand. The full value of "family" package design is being realized. The good will of the storekeeper is being secured by the installation of a complete department in his store. Some manufacturers find it worthwhile to furnish stands big enough to hold kindred products of other manufacturers as well as their own. This all means real merchandising help to the storekeeper.

In this connection Don Fairbairn, advertising manager of the Hoberg Paper (Continued on page 92)

Window Panes Pay a Profit

(Continued from page 68) to find space for adequate display. Display stands are whittled down to the smallest possible "footage" to find room at all—and frequently the customer has to play "hide-and-seek" with the clerk behind the counter, because of the many counter displays.

In the days when counter space was more easily available and the tops of cases not so crowded, I tested a



small cardboard counter display I had made for Campbell's Soup, in a number of average type grocery stores and even with a product already so well known and in general use, the increase sale was 71 per cent. A wellknown tooth-paste was tested in a similar way. For three weeks before any display was used, a careful sales check was made. During the next three weeks, with no other help than a simple counter display the test showed an increase of 165 per cent. Another package product similarly tested was a chocolate bar, with fairly good local distribution but not nationally advertised. A small counter display brought an increase of 180 per cent. Other carefully conducted tests, checking actual sales without and then with some specified display, have been conducted under my personal supervision for many years so that I know what certain display will and can do.

Sales test figures are available for various types of material. One complete window display used last winter by many druggists, and which tied in with a popular radio program, showed varying results depending on individual dealers but some of the increases were as high as 300 per cent, using expensive material, combined with interior display, and of course backed by a radio program.

After making retailer tests on this new type of Hi-Spot Display I finally went to one of the wideawake cigar manufacturers and showed him what I had in mind. He agreed to try out the new method on a well-known 5-cent cigar but confined the display to one particular type of package, known as the Five-pack (a packet containing five cigars). Because of this particular unit of sale I was able to check results easily and accurately. This cigar manufacturer announced the plan to his branches and jobbers. Their salesmen were told how and where to place these Hi-Spotted packages and no other publicity was given to Five-packs during the month of the test, May, 1936. Incidentally, at this same time, a rival cigar manufacturer started a big drive on his 5-cent brand in the same territory. It is also to be noted that May is normally a declining month for Five-packs.

Reports from one city of 100,000 population showed sales more than doubled on the Hi-Spotted Five-packs. In another territory, the jobber reported an increase of over 500 per cent.

With this encouraging report, I naturally was interested to check up on the individual dealer's attitude. I found most of them very receptive and co-operative, and in most cases the dealer himself volunteered remarks on the increase in sale of these particular Fivepacks. Although three months have elapsed since these Five-pack Hi-Spot Displays were put up, I found many of them still up, reminding both consumer and dealer

of the special Five-pack unit of sale. Other tests are now being made with this new technique and with different products. Some of these are shown in the pictures. A large number of stores and windows are being checked and in every case the Hi-Spot Display holding the package, is placed directly on the glass, occupying but a few square inches, not interfering with the view through the window, but catching the eye at eye level and standing out literally in all three dimensions-close as possible to the sidewalk public! The accompanying illustrations are selected merely to show the variety of packages and the versatility and adaptability of the idea. Many different kinds of products sold in packages can be displayed in a similar way. But naturally each package is a separate problem for "high-spotting" and the entire display has

The star in the picture is the one that gets the "closeups". I contend that many a packaged product could be made a "star" performer by giving it these "close ups". Preferred position in window display is the spot directly on the glass right opposite the passing eye and seen at eye-level, and as close as possible to the person on the sidewalk.

to be made to fit the particular package.

An attractive modern package—with an attractive well-planned display to back it up—suspended right on the glass—so simple that it can be put up in a few seconds—and low enough in cost to permit general distribution to the rank and file of dealers. That, surely, is an answer to many an advertiser's point-of-purchase display problem.

When you can get an attractive package nicely displayed, right out in front and all by itself, occupying a few square inches of super-space, certainly you are doing something new and different. You are offering the dealer a new technique in display, showing him how he can increase his sales and how he can make his window panes pay a profit.

The Sellers of Action Displays

(Continued from page 74) who advocates simplicity—the good old paint process! "But how" asks the buyer "would you dramatize our sales story? Show me an idea for our display." "We are a screen house, not an advertising agency. Get us the copy layout and we'll rough it in for them." (That from the salesman's boss to the salesman, poor fellow—another prospect lost.)

(7) Next was an artist who aspired to get into the "display game." He would try and find a concern that could properly box and electrically equip his picture after he had arranged for its reproduction at a fair

margin of profit.

(8) Then came a plausible fellow who knew all the display manufacturers by their first names and could place the business with the right company. But he wasn't back in a week and then phoned the buyer he had better find out more definitely what he wanted, what size, was the material to be cardboard, wood or metal, should they figure on a motor? how many colors, and would the company pay 50 per cent down?

In desperation and exasperation-to say nothing of perspiration—Mr. Buyer scolds his secretary:—"Say, isn't there a company in this motion display business that can give us some service? Why don't they advertise or list themselves so a fellow can tell who to call up? Try phoning, and see if you can qualify them before they send any more salesmen. Mind now, we don't want an imitation of the most beautiful and readable sign ever built; we don't want a replica in indestructible material of any statue, building or product; we don't want to show our burner with its feed pipe bobbing back and forth, nor the house on fire nor which way the oil flows after it enters the intake valve! Who cares? We heat homes; we change a cold, cheerless home into a happy conservatory for flowers and children! Is there no one can show that in a window display so the people will stop, look and get our message? If properly designed and built, our display would even go a long way toward actually selling our burners. See if you can discover who is competent to do the job."

When we realize the vast possibilities of adapting the many action methods and mechanisms to the demands for window selling, it seems odd that so many sellers attempt to foist their stock numbers on an otherwise

receptive market.

But there are types of displays, marvelous ideas, waiting to be sponsored by the right advertisers. And when the right display is created and produced for *any product*, its effectiveness in the actual increase of sales is evident and all concerned are happy and well repaid. Naturally buyers are asking "Where can we get appropriate applications, better actions, new ideas, more powerful selling media for the store windows?"

L. C. Machinery Company, Inc. is the American affiliate of L. Chambon of Paris and Chambon Ltd. of London. The new company maintains offices at 460 West 34th St., New York (Telephone, Medallion 3-5383) for the sale and servicing of the rotary multicolor printing machines, special machines for transforming paper and cardboard, etc. manufactured by the French and English companies.

UNION DISPLAYS PUT OVER SALES CAMPAIGNS LAST MONTH ON:

Potato Chips Ginger Ale Sponges & Chamois Canned Oil Kitchen Utensils Auto Radios

BELAUSE THEY STAY IN THE BACKGROUND AND SHOW OFF THE GOODS

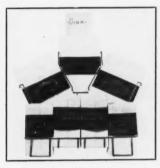
Display is the greatest of all forces in selling a good product. It gives consumer interest and dealer cooperation at one and the same time. Consumers see the product and ask the dealer about it.

Supply your dealers with a Union Rack for your products. The rack stays in the background and shows off the goods. Write Union Steel Products Co., Albion, Michigan, for full information.

Below are shown three more successful Display Creations of Union Steel Products



Rubber Glove Display



Stationery Display



UNION STEEL PRODUCTS CO. 521 Berrien St. Albion, Michigan

UNION DISPLAY RACKS



THE ANSWER: Orpco Mass Display Units

Sales executives find the answers to their questions in Orpco Mass Display Units. These stands are attractive, economical and strong. They ship knockdown, assemble easily.

Orpco Mass Display stands are made in many different styles, and include styles to suit your product. Large and small manufacturers from coast to coast have used them. Orpcos have carried trademarks and slogans right out on the floor of nearly every grocery and drug store in the country.



THE OTTAWA RIVER PAPER COMPANY - TOLEDO - OHIO

Sales Offices: 67 West 44th Street, New York, N. Y. · 237 North Oxford Street, Hartford, Conn. · 82 West Washington Street, Chicago, III. · 1343 Arch Street, Philadelphia, Pa. · 701 North Eutaw Street, Baltimore, Md.

* Here are a few of the manufacturers for whom Orpco Mass Display Units do a real selling:

Lever Brothers Company Colgate-Palmolive-Peet Co. Proctor & Gamble Hoberg Paper & Fibre Co.

McCormick & Co., Inc. The Best Foods, Inc. Borden's Sales Co. Independent Grocers Alliance

The Andrew Jergens Co. Gold Dust Corporation Owens-Illinois Glass Co. Westinghouse Electric

WITHOUT OBLIGATION TO YOU, WE WILL GLADLY SUBMIT IDEAS

Equipment and Materials

A New Principle In Weighing

Said to incorporate a revolutionary new principle in precision weighing is the Shadowgraph, recently announced by the Exact Weight Scale Company, Columbus, Ohio. Over and underweight scales of the past have followed tower construction with more or less intricate indicating mechanism, which often caused a parallax reading. This new principle eliminates all indicating mechanism and thereby reduces working parts by 30 per cent. With the elimination of all indicating



mechanism, and the substitution of a simple shadow on the dial, a parallax reading is impossible. This scale, without a dial tower, lends itself to modern design.

This new precision weighing equipment is completely self-contained. Severe dust conditions, flying materials that heretofore lessened efficient scale operation, and grime and dirt in general do not affect the Shadow-graph. Working parts such as the balance ball, beam and poise, weights and weight rack are completely enclosed, except for the commodity or weighing platter.

In many cases weighing equipment must be moved from place to place in the plant. Of course it would be an ideal situation if all work benches were absolutely level. Unfortunately, this is not the case. In general, ordinary scales must be level before the weighing operation takes place. The Shadowgraph may be moved from one operation to another without the troublesome levelling procedure. All models are equipped with carrying handles for interchangeable operations. Rubber mountings eliminate noise and cut depreciation, thus saving operator's nerves as well as the weighing equipment. Cabinets are aluminum hammered effect enamel, dark

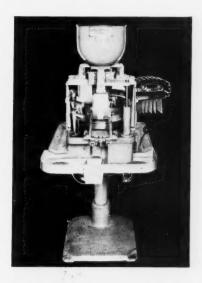
gray or green-soft finishes that eliminate eye strain.

Illumination of the dial is provided by standard auto lamp bulbs—any bayonet base double contact 21 or 12 candlepower—and can be easily replaced if the light source fails. The Shadowgraph is oil dashpot controlled for speed of operation.

For Envelope Filling and Sealing

A new automatic filling and sealing machine, designed for filling food, drug, chemical and cosmetic powders, pills, tablets, crystals and similar materials into open envelopes, has been announced by the Brown Bag Filling Machine Company, Fitchburg, Mass.

This machine is small, compact and requires little floor space—dimensions are 5 ft. x 5 ft. x 5 ft. The unit requires only one operator whose duties are to keep the machine hopper and envelope magazine filled. The envelope presentation, measuring, filling, scoring, glu-



ing and sealing are performed in a continuous automatic manner. Envelopes are delivered filled and sealed, ready for packing into containers.

Powders, granular, and crystal materials are measured by volume with accuracy, and the measuring range is from ten grains to three ounces, depending upon the specific gravity of the material. Pills and tablets are filled by count. Envelope sizes handled by standard machine range from approximately 2 in. x 3 in. to 33/4 in. x 5 in.

Each machine is built for running one envelope size. Additional parts can be supplied for filling other envelopes within the minimum and maximum range. Requirements calling for larger or smaller envelope sizes, necessitate special machines, also built by the

company. Machine speeds range from 40 to 60 r.p.m., depending upon the nature of the material, and the quantity to be filled into each envelope. Machine is driven by a ¼-h.p. individual motor. The machine is leased or sold, according to the desire of the customer.

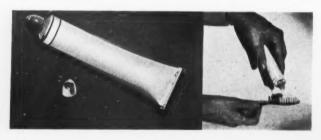
New Closure for Collapsible Tubes

Now on the market is a new automatic closure for collapsible tubes which has been developed by the American Automatic Cap Company, 8 East Broad St., Columbus, Ohio. This closure is available in three forms, viz., as a screw cap, a unit which fits entirely within the neck requiring an unthreaded tube, and as



a permanent part of the tube requiring a special shaped neck. Production is being made in various colored plastics.

The following claims are made for this closure: Automatically operates by opening and dispensing with pressure on the tube, and closes automatically when the pressure is released; hermetically seals the container at all times; a double protection against the seepage of products containing glycerin over long storage periods and under all conditions; when the automatic closure is used as a permanent part of the tube, the end can be dipped in a sealing compound; meets all the traveling tests against leakage since ordinary knocks on the tube do not allow the closure to



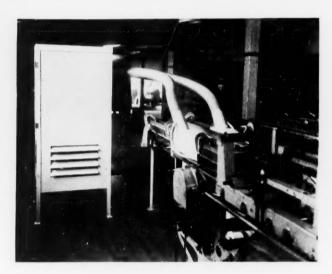
open; sanitary, since there are no ridges or crevices on the outside for material to collect and dry; no cap to unscrew, drop or lose; offers new modernistic stream-line shapes, new color harmony for dressing packages, new sales appeal and advertising features.

The automatic closure is available in designs that are said to dispense at each operation, either the same, up to double, or more or less than the amount which is delivered by commonly used tube. This is governed by the size of the dispensing opening and by the extra speed of flow against the spring tension.

For Cooling Wax Wrappers

A new patented cooling attachment which is said to cool, set and completely congeal the wax on a wrapping machine is announced by the Chas. E. Francis Company, Rushville, Ind. This refrigeration unit, known as the Dribelt Seal Cooler, cools the wax by means of a cold air current passing over the wrapping machine belts. All moisture (condensation) is removed from the air before it leaves the cabinet, thus the belts are kept cool, dry and clean. This method of cooling insures a permanent seal, as the cool air sets and congeals the wax quickly and thoroughly. No sudden chill to cause spotty adhesion of paraffine.

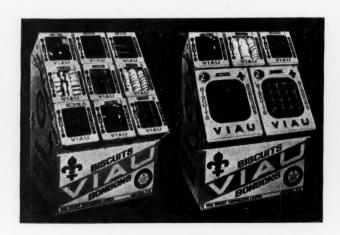
The cooler, it is stated, is easily installed. No changing of belts on the wrapping machine is necessary. However, belts on the machine can be shortened, if desired, giving added wrapping room space. The unit is built



in several sizes, vertical and horizontal to locate on the floor or above or below the wrapping machine. The illustration shows a Dribelt Seal Cooler installed on an A. M. F. standard wrapper.

New Biscuit Display Boxes

La Corporation des Biscuits Viau Limites Viau Biscuit Corporation Ltd. (Viau Biscuit Corp. Ltd.) has developed a new cardboard display carton with a heavy Protectoid window to take the place of the tin boxes with glass windows which are familiar in many grocery



PROTECTION FIRST... then EVE-APPEAL



ARMSTRONG'S Metal Caps will preserve all the original goodness, freshness, and quality of your product until the consumer opens your package. Made of high grade, ductile metal, they are accurately threaded to meet maximum and minimum variations in commercial glass. As a result, they grip tightly, seal securely, and are easy to remove and replace.

These efficient caps also add

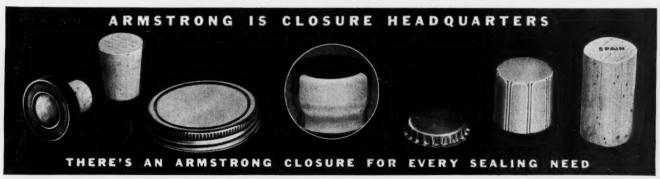
beauty and eye-appeal to your packages. Available in a wide range of attractive standard designs and colors, they may also be lithographed in bright colors with your private design or trade-mark to harmonize with other units of your package. Armstrong manufactures a complete line of closures for every sealing need. Write today for complete information, samples, and prices. Armstrong Cork

Products Company, Closure Division, 916 Arch Street, Lancaster, Penna.

nvigorating



Armstrong's METAL CAPS



stores today. There are at present over 31,000 such display stands in operation, each stand containing from four to nine boxes or a total of over 150,000 of this new

type of package now on display in Canada.

This type of box has all of the display advantages of the tin box and is of patented construction. It is rumored that a large American box maker has already arranged to take over the American rights and to offer this new type of carton to the American biscuit manufacturers. The photographs illustrated are furnished by courtesy of the Packaging Division, Celluloid Corp.

Color Applied to Glassware

Fused-in colored lettering on milk bottles—the process by means of which trade names, slogans and designs are put permanently upon glass in bright colors—is now three years old in this country. Already, most of the leading dairies throughout the country are using milk bottles manufactured with applied colored letter-

ing upon them.

The development of this feature is the most important since glass milk bottles came into general use over half a century ago. The process is, of course, applied to other types of glassware—to cheese jars, cold cream jars, ink bottles, iced tea, iced coffee and cocktail glasses, and a host of others. The result is the creation of colorful containers of permanent value to the purchaser, and when used originally for the sale of such products as cottage cheese, they have a premium value which assists materially in drawing consumer attention.

Machine-Assembled Partitions

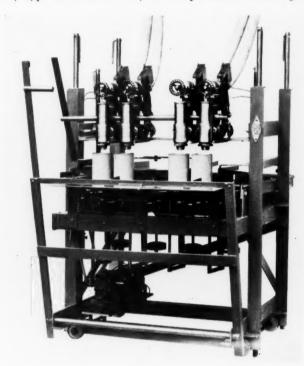
Of interest to packers of parts and products are the new partitions, machine-cut, punched and assembled ready for immediate packing, recently announced by the F. J. Kress Box Company, 1 28th St., Pittsburgh, Pa. These are made of solid chip or pulpboard, and are available in a wide range of size variations and combinations from one inch to four inches in depth, and from 4 to 144 cells to a tier.

They are adaptable for the quick, economical packing of items that (1) now require partition packing; (2) that are now being individually wrapped in paper or other covering; (3) that are now individually packaged in separate containers in addition to their self-container; (4) that are in containers highly lithographed or decorated and require separation from other similar items. The flexibility of sizes and arrangement and the completed condition in which these partitions are furnished are the chief advantages claimed.

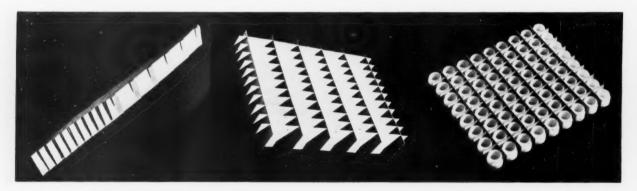
Machine made partitions are not new, but automatic assembly is. Other advantages claimed are: Low cost in comparison with usual forms of partitions, individual wrapping, or other present methods of separation, saving of time and labor in the packing department because the new assembled partitions arrive in handy collapsed form. Ready for immediate insertion into the shipping container, each cell is an accurate fit for the product and each tier correct fit for the box. Light in weight, the partitions are clean, dust-free, neatly sized to exact specifications and tightly fitted together. They promote faster, easier and more efficient handling of both products and boxes. They provide savings by making possible the use of smaller shipping containers without sacrificing protective qualities.

Can Filling Machine

Said to be capable of filling 60 one-quart cans or 30 five-quart cans per minute, the new Crandall type A-4 filler, illustrated, is designed to fill four open-top sanitary type cans in each cycle of operation. It is adjust-



able to fill all sizes of cans from 4-oz. to 2-gal. capacity. The machine is used in conjunction with the standard automatic single-head, double-seamer closing machines having a capacity of 60 cans a minute. One operator is (Continued on page 86)





Editorial opinion

Whither the Robinson-Patman Act?

It now appears that the Robinson-Patman Act, originally considered by the public as an anti-chain store bill and a measure to save the independent merchant, is so all-inclusive as to affect practically every industry in the United States.

In summary, the act forbids special discounts to any customers except discounts representing actually lower costs. But just what interpretation is to be made of the various provisions of the act is still a question of controversy among those manufacturers who have sensed its relation to their business. Thus far the Federal Trade Commission has declined to issue clarifying rulings, assuming the attitude, "Go ahead with your business and we will tell you afterwards if you are wrong; we cannot tell you ahead of time."

In the packaging industry, to no less an extent than in most other industries, certain understandings have been taken for granted between suppliers and users of equipment and materials. Private discounts and other similar considerations, servicing and advice as to packaging methods have all been a part of the manufacturer-customer relationship. Now, under the Robinson-Patman Act, the determination of just what is legally permissible may prove a difficult problem for both supplier and customer, with the ultimate effect on the public still more ambiguous or undetermined.

The history of the bill itself, the many legislative mutations through which it passed, is enlightening as an example of how a small vociferous minority, seeking protection for its particular interests, succeeded in placing on the statute books a measure which "may disrupt and possibly shackle all of American industry." Strangely enough, it *can* and does happen here!

Not Too Ancient History

"There is little need to point out the place which packaging occupies in the economic structure of business today and its importance in every day life. There are, indeed, few articles which we wear, eat and use that are not purchased in packages, and the use of such containers is extending rapidly for their outstanding advantages have been quickly recognized by both buyers and sellers of every type of merchandise. The package, with its convenience, cleanliness and economy, has come to stay.

"Broadly speaking, the field of packaging and the activities which will be covered by Modern Packaging include the design and construction of packages or containers; packaging operations; folding, wrapping and sealing of finished packages, and the planning and execution of type and illustrative material placed on the container to indicate contents.

"It will be recognized that the last mentioned of these operations constitutes one of the most important factors in the distribution of merchandise today—in many cases the 'advertising message' so conveyed has been the lever for vastly increased sales.

"Economical and successful packaging methods constitute a most important link in the production chain of the manufacturer. The design of the package and

the advertising message it carries are powerful merchandising assets. Executives who are concerned with the successful distribution of their products recognize these principles. It is with the practical solution of all problems involved in them that MODERN PACKAGING will concern itself." (Vol. 1, No. 1, Sept. 1927.)

Somehow the years have a habit of slipping along in alarming fashion. "It seems only yesterday," we say, as we refer to some particular incident, and yet a mental calculation of the actual period of that happening discloses the fact that time has sneaked up on us.

We don't hold strictly to the belief that "what's done can't be undone." We have yet to meet our fellow editor who has not had occasion to withdraw or change his opinions on certain controversial subjects when he is convinced that his attitude was faulty or that circumstances have brought about a changed condition. We have yet to see a "bound volume" file which does not serve in such a reference fashion.

With the "going to press" of this issue we are keenly conscious of two things—aside from the fact that one issue out of the way simply means the planning of another. First, that, according to our calculations, we are entering our tenth year, rounding out a decade of intimate contact with the packaging industry. Second, that during that time (after we had dug back in the files and read Vol. 1, No. 1, September 1927 issue) we have had no occasion to deviate from the "Why and Wherefore"—our assumption of the industry's requirements of its representative publication—as set forth on our editorial page in that first issue of Modern Packaging.

We have quoted paragraphs from that first editorial. They still sound good to us, as exemplifying the needs of the packaging industry and establishing a principle that can continue to be of service to that industry. Basically they furnish the structure on which the editorial content of the book has been built and will continue its progress. On controversial subjects, however, we expect to exercise the prerogative which we believe is within our rights.

Ten years. But these years have been full of fine friendships, crowded with the activity and progress of an industry that is going places. To say that it is a pleasure to serve such an industry is putting it mildly.

Your Chance To Help Us

Just in case it has slipped your mind, the closing date of this year's All-American Package Competition is December 19, 1936. We've advanced the date from that of former years to permit ample time for the arranging and classifying of the exhibits before they are presented to the judging committee—from all indications the number of entries will surpass those of previous competitions.

Why not fill out the entry blank, pack up your 1936 packages and send them to us *now*. Sounds trite, doesn't it, this admonition? But, seriously, you've no idea how much work it is to get everything in shape—and by acting early you'll make our task that much easier. Think how the mailman feels at Christmas with his peak loads!

J.E. a. Charlton





The F. N. Burt Company is the world's largest boxmaker . . . owns the world's largest plant . . . makes the greatest number of boxes annually.

But how big we are is not half as important as how we got that way.

For the F. N. Burt Company is not the product of a series of amalgamations . . . not a "prosperity baby" thrown together by the combination of ill-assorted smaller plants.

It is rather a giant firm that has grown through the years from small beginnings . . . a firm that grew by making every customer its "star" customer . . . by developing new methods and new machinery to make better boxes at lower cost.

Today, it is still such a firm. A giant, yeel But a giant that includes among its clients the smallest as well as the biggest users of boxes. A giant that gives both the fullest benefit of its years of experience, its unlimited resources, its able and willing cooperation.

Put your problems up to Burt, You'll like the way we work.



F. N. BURT COMPANY LTD.

500-540 SENECA STREET, BUFFALO, N. Y.

Canadian Division - Dominion Paper Box Co., Limited, 469-483 King Street, West Toronto 2, Canada

(Continued from page 82)

required for filling and closing the cans, as full cans are automatically delivered to the closing machine by

a motorized conveyor.

The operator takes two cans in each hand and places them on the table in front of the filling machine. By means of a hand lever, he feeds the four cans onto the scales directly below the filling head, pushing four full cans onto the conveyor and opening all four discharges. Filling requires 3 to 4 seconds. Flexible hose is furnished with the machine for connecting the filler head with the supply. This filler is manufactured by the Crandall Can Filler Machine Company, 1391 Niagara St., Buffalo, N. Y.

For Carding Operations

Designed especially to handle all types of carding problems is a new stapling machine, announced by the Acme Staple Company, 1649 Haddon Ave., Camden, N. J. Unique construction brings into the scope of this machine all types of staples, large or small, of many metals and odd shapes, fastening merchandise to cards in a variety of ways. Skilled labor is unnecessary.

The line cut illustrates the extreme versatility of the staplers. Such products as lipsticks, powder puffs, eye-

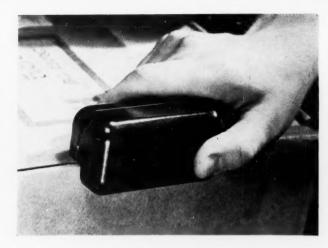


brow pencils, manicuring instruments, glass vials, or bottles, pencils, all kinds of notions such as buckles, ornaments, merchandise enclosed in transparent cellulose or paper bags, hardware items such as keys, locks, files, in fact anything that can be sold from card displays can be speedily and economically attached.

Portability is another feature of the stapling machine. All moving parts are interchangeable and replaceable.

Non-Tarnishing Case Opener

A novel economical device for opening corrugated and fibre shipping cartons and containers has been developed by the Safeway Company, 92 Liberty St., New York. The device consists of a Bakelite molded case built sectionally to provide space for a razor blade. The blade is adjustable to cut to any depth desired.



The instrument has only one screw which provides for all adjustments. It may be used equally well by both right and left handed persons and will open cartons on either the side or top. The black molded case is sturdily constructed and possesses an enduring finish which will not tarnish or corrode.

In the Paper Box Industry

In keeping with the increased usage of paper boxes and containers, and the wider distribution of consumer merchandise, wholesale volume in units ranged from 10 to 20 per cent larger for the first five months of the current year than for the corresponding 1935 period, according to Dun & Bradstreet, Inc. Keen competition and the low price level, however, left the dollar volume about where it was a year ago. Employing more help and working longer hours, manufacturers in the corrugated and folding box divisions made the best showing. For set-up boxes, the gain in output was smaller.

Unit production of paper boxes last Fall was the largest in three years, and for the first five months of 1936 went 10 to 12 per cent ahead of the 1935 total.

Competition in an already overcrowded field has been intensified by the entrance of new manufacturers, and the spread of price-cutting has blocked all attempts to raise the level of quotations.

Folding boxes continue to lead in popularity, their use having been broadened by the many novel display and advertising purposes for which nearly all lines of industry have found effective employment. Conditions in this division of the paper box industry are considered

better than at any time in several years.

Production for the first five months in the set-up paper box division averaged only 5 to 8 per cent more than in 1935, with the output of some manufacturers below that comparative. While orders from the textile and shoe industries have been fairly constant, the quantities taken by the candy, grocery, cosmetic, and drug trades were not on a par with those shipped last year.

Manufacturers specializing in paper cans and tubes reported increases up to 30 per cent over their corresponding 1935 output. The new paper milk containers have benefited some manufacturers, with output running close to a million units a month at some plants, despite the restrictions on their use in several states. Orders for the more elaborate satin-covered and embossed boxes for Fall delivery already have exceeded last year's total.



RIEGEL PAPER CORPORATION, 342 Madison Avenue, New York, N. Y.

FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

A NEW, fully illustrated circular, No. 220, on easy-rolling floor trucks for factory and warehouse, used extensively by manufacturers, warehouses and distributors for interior transporting every type of product, merchandise, or goods, has just been issued by Lewis-Shepard Co., 175 Walnut St., Watertown, Mass. Several new types of caster trucks, rubber-tired trucks and shelf trucks are shown.

DEPARTING from its practice of publishing a general catalog covering its entire line of machinery, Arthur Colton Company, Detroit, Mich., is now subdividing that literature into several sections. Recently received is that designated as Section A, Catalog 11—Tablet Making Equipment—which details and illustrates various tablet machines, punch holders, mixers, granulators, grinders, punch cupping machines, etc. Information relating to special machinery, other than that included in the catalog, will be furnished.

A NEW technical booklet, "Witco Products—Chemicals, Oils, Pigments," has been issued by Wishnick-Tumpeer, Inc., 295 Madison Ave., New York. The booklet presents in convenient reference form, complete data on more than fifty of the various products manufactured and sold by the company. Technical information, specifications, properties, applications, and commercial information are covered. The book is indexed by consuming industries served by Witco, and the products are divided into seven major industrial and lacquer, printing inks, paper, ceramics, leather, classifications: Chemicals for rubber, paint, varnish drugs and cosmetics.

A WEALTH of nautical information is to be found in the newest edition of the familiar code book published by Western Union and is available on request to all who travel by sea. This eighty-eight page souvenir travel book includes, besides a dictionary of nautical terms, a map of the world, a chart explaining the sleeve stripes of ships' officers, a time chart of the world, and an abstract of the log which permits passengers to keep a record in latitude and longitude and other interesting data of their trip. A history of codes and the romantic story of the Atlantic cables are other features of this book which includes a comprehensive cable code replete with innumerable lively illustrations.

David B. Hills, Inc. cooperated with Western Union in the preparation of the graphic side of this book.

"THE Sales Manager Proposes"—is the title of a oneact play written by George W. Kelsey (president of G. W. Kelsey Research Engineers, 101 Park Ave., New York) and issued in pamphlet form. To quote Advertising Club News: "The Sales Manager Proposes' offers an ideal method of telling the story of the need of business for marketing research, and many of the problems for which it offers sound and practical solutions. Adopting the dramatic form in his story he permits himself a freedom in presentation not possible in straight narrative; and an opportunity which he has seized, to cover the field of marketing research in understandable and easily grasped human terms. An interesting little play that loses nothing of interest because it deals with a subject that is much discussed and seldom understood."

COMPRISING 27 inserts which represent the work of 27 Chicago designers is a well planned, plastic-bound book designated as "27." These designers have come together not to form an organization but to produce work representative of the creative ability to be found in the graphic arts in Chicago, and it is hoped the book will serve as a means of better acquainting those interested with the work of Chicago designers. Modern PACKAGING believes it will, for certainly the illustrations, text and format of the book are exceptionally well done and representative of outstanding work in industrial and package designing. The designers represented are Norman Anderssen, John Averill, Joseph Carter, Rodney Chirpe, Oswald Cooper, Raymond F. Da Boll, Robert Sidney Dickens, Everett Eckland, Stanley Ekman, Harry H. Farrell, Henry Harringer, Elmer Jacobs, Egbert C. Jacobson, Karl Peter Koch, Edward James McCabe, R. Hunter Middleton, M. Vaughn Millbourn, Edgar Miller, Dale Nichols, Taylor Poore, Douglas Rader, Bert Ray, Gustav Rehberger, Paul M. Ressinger, Frank Riley, Ernst A. Spuehler, and Earl Uhl.

CALLING attention to a few representative uses of its packaging machinery, via illustrations of packages and equipment for their assembly, together with brief descriptions, Stokes & Smith Company, Philadelphia, Pa. has issued a broadside folder entitled "Some Things Are Taken For Granted." In effect, substantial evidence is given as to the performance of that company's filling, sealing and tight-wrapping equipment.

A NEW material for paper making is available in Stora Quality 32, a superior type of white (bleached) woodpulp, which is said to offer paper mills a material that will enable them to meet the most exacting specifications requiring bright white color, high folding and other strength requirements. This is produced by the Stora Koppaberg Corporation, 230 Park Ave., New York, and is outlined with specifications, tests, etc. in a recently issued booklet, "Stora Quality 32." Illustrations of the mills in Falun, Sweden are included.

There's that about an attractive, lithographed tin container which invites selection and repeated use. Why not see if Continental's packaging service cannot cooperate as effectively with you as it has with these, and many other manufacturers?



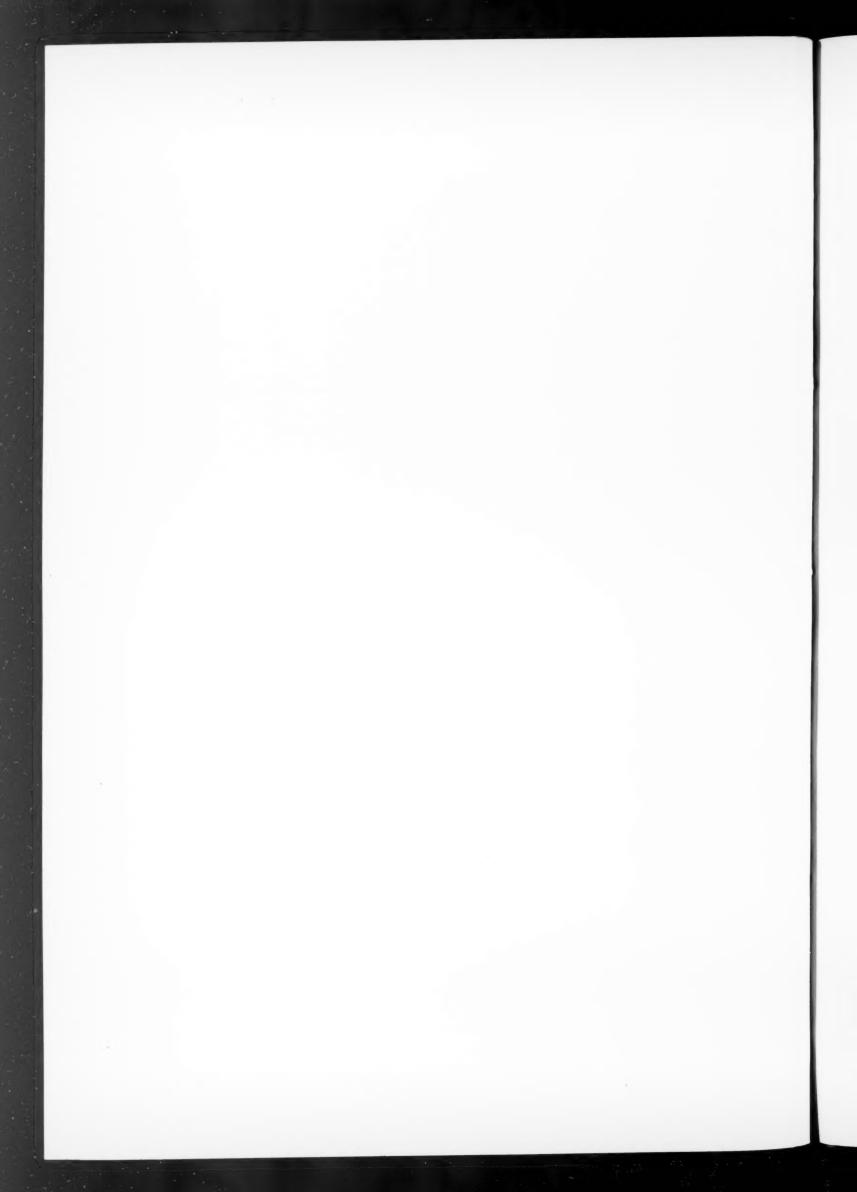






Continental Can Company

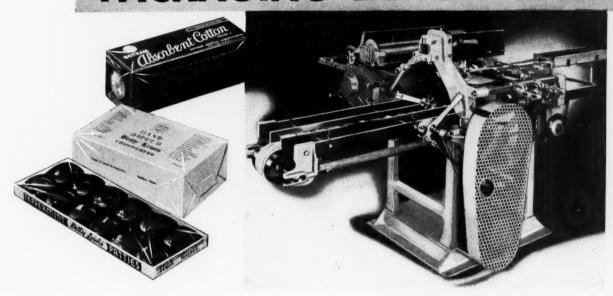
New York Shicago * san francisco



Why they are selecting this machine



TO MODERNIZE PACKAGING DEPARTMENTS



In line with the times, package goods manufacturers are now modernizing their packaging departments to improve production efficiency and lower costs... Most of these concerns are selecting our FA wrapping machine, because of its reasonable price, wide range of adjustability for various sized packages, and its many modern features.

These users of the FA are in many different industries—drug, candy, food, tobacco, biscuit, soap, match, paper, etc. — which illustrates the versatility of the machine.

The FA is surprisingly simple in construction, considering its versatility, and it operates with astonishing smoothness. It is of the straight-through feed type—packages are fed, wrapped and discharged right through the machine in a straight line.

Changes from one size package to another are quickly and easily made by simple adjustments and the substitution of interchangeable parts.

Uses practically any material

Can be equipped to handle transparent cellulose, glassine waxed paper, foil, or paper wrappers. For printed material in roll form, electric eye registration is furnished—locates the printing accurately on the package, no matter how long the run.

Important Savings

The FA offers you the opportunity of obtaining the utmost economy in labor, material costs and floor space, for an unusually small investment. In fact it often pays for itself in a few months' time.

Modernize now for immediate savings—and include the FA in your plans. Write for detailed information.

PACKAGE MACHINERY COMPANY SPRINGFIELD, MASS.

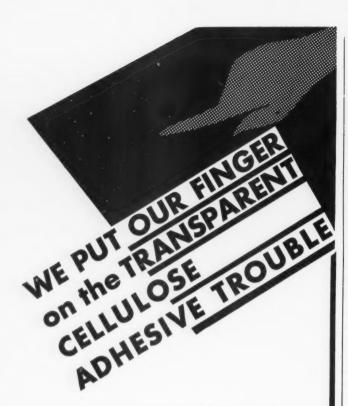
NEW YORK • CHICAGO • CLEVELAND • LOS ANGELES MEXICO, D. F., Aportado 2303

Melbourne, Australia: Baker Perkins, Pty., Ltd.

Peterborough, England: Baker Perkins, Ltd.

PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines



Transparent Cellulose is today a standard wrapping material, in many instances the result of perfected adhesives.

Upaco chemists have solved many difficult adhesive problems in the Transparent Cellulose field, making it possible for new outlets.

Ordinary adhesives will not seal Transparent material. Special formulas were developed for each problem. Upaco will gladly assist in your adhesive difficulties. Consult Upaco adhesive laboratories without obligation.

UNION PASTE CO. 200 BOSTON AVE. MEDFORD, MASS.

How Underwood Products Are Packaged

(Continued from page 54) table. The keys for removing the metal caps are attached here and the jars are placed in shipping cases and sealed by hand. One girl operator feeds the machine at the rate of about 36 per minute and two operators at the end of the conveyor inspect the labels.

A typical set-up for labeling cans for products other than ham is shown diagrammatically in Fig. 14 and in the illustration, Fig. 15. The operation shown here is the labeling of fudge pudding with a labeling machine adapted to the condition of having the circumference of one end of the can increased by the opening key which is attached to it. As will be seen, the portable line has been set up with the beginning end near a stack of cases containing this product. These are emptied at a table, the cans are run through the labeler at the rate of 85 per minute and are placed in cases at other tables. The cases then are passed through a case sealing machine and come out on another table. They are inspected at this point by an operator and placed on the skid platform by her. As a general thing, two girls feed the labeling machine, two wipe off the labels after they have been applied, and four operators place the cans in the shipping containers. There are three other portable labeling machines which are kept permanently adjusted for cans of different sizes. Two of these are about to be replaced by a new quick-adjusting labeler which has just been purchased to handle four sizes.

From the foregoing description it will be seen that there is not a really continuous process in the entire plant except that of wrapping the 1/4 and 1/2 sizes of deviled ham, which, because of the large quantities, is going on most of the time. This is one of the main reasons for the portability and informality of the packing operations already referred to and means that the crews are shifted from one operation to another a great deal. It is also an important reason why the help is selected with exceptional care and every effort made to hold the efficient operators. It is the only way, the management feels, to train them to the high degree of versatility which efficient operation here demands. A further desirable result realized has been that of having loyal and interested workers who often make helpful suggestions and tell when they see things not going just right.

Credit for equipment and materials used: Filler, Elgin Machinery Co.; wrapping machine, F. B. Redington Co.; labelers, Burt Machine Co. and Oslund-Johnson Co.; case sealers, Standard-Knapp Corp.; lift trucks, Lewis-Shephard Co.; cans, American Can Co.; glass jars, Owens-Illinois Glass Co.; caps and keys, Anchor Cap and Closure Corp.; foil labels, Foxon Co.; wrappers, Dennison Manufacturing Co. and Maryland Color Print Co.; shipping cases, Bird & Son and Agar Manufacturing Company.

Reynolds Spring Company has opened a New York sales office at 90 West St. (telephone Rector 2-8563) under the direction of Herbert S. Reynolds, Jr. Other Reynolds sales offices are located at Rochester, N. Y., Cleveland, Detroit, Chicago, St. Louis, Milwaukee and Minneapolis.



We like to meet up with smart buyers . . . people who know what they want and know how to get it. It makes our ability to fill the bill with perfectly designed and perfectly printed wrappers and labels all the more apparent. • If you're a smart buyer, you'll like the way we work and the kind of work we turn out. Wire, write or phone us and we'll show you some past records as indications of what we want to do for you.

THE MARYLAND COLOR PRINTING COMPANY

Baltimore, Maryland
BOSTON — PHILADELPHIA — NEW YORK



from the standpoint of "convenience to consumer"—package, as well as product-preference

HOW DOES YOUR PACKAGE RATE?

- check below, the points your package has.
- ☐ DISTINCTION IN COLOR: Do you "follow the crowd" with browns or blues,—or do you "stand out" in an unusual color that arrests the eye, and is "easy to remember"?
- ☐ MODERN IN STYLE: Is your package thicker and heavier than it need be? Has it slim, trim lines, with a label that cannot be removed because it is processed on the container?
- ☐ UNBREAKABLE: Is your product amply protected? Will your container break if dropped by consumer, dealer, or your own employee?
- □ CONVENIENCE IN USE: Are there "bottlenecks" to interfere with the free flow of the contents? Is there every inducement and reason for consumers to select your product for the home and travel use, too,—real "pocket and purse" advantages?

If you cannot check All the above "points-of-preference" ask for details of

Hycoloid

VIALS • TUBES • SPECIALTIES

HYGIENIC TUBE & CONTAINER CO.
42 Avenue L Newark, N. J.

Giving the package a chance

(Continued from page 75) Mills, Inc., of Green Bay, Wis., makes a very interesting report. He says in part: "Our description of this stand, namely a paper department for Evergreen Borated Products, clearly defines the purpose we had in mind. It has enabled us to sell our complete line of five different paper items to the distributors, and each distributor in turn has been able to follow through with the same arrangement to the dealer. The same is true with the dealer to the consumer. In other words, by stocking our various paper products in the paper department display stands we have been able to get concentration on all items, rather than just one or two of the more popular items. We have found that the average sale on our products to the retailer has increased since we introduced the paper department idea. The average sale to a retailer used to be one to two cases of our various products but now it has jumped to four and five-three to four times the quantity we used to sell.

"We have suggested to our many dealers that they combine their entire stock of paper items in our display stand as the set-up is large enough to hold 106 different units of the five different items. As a good will builder this suggestion has been very effective." Here is a real story based on facts and reflecting the sound merchan-



Type available for floor or counter stands

dising methods of today which incorporate mass display, Dealer cooperation and self service. A form of impersonal high pressure selling that is quite in tune with the times.

In order to make the most of the beautiful packages on the market today floor stands are being carefully designed to provide the proper atmosphere for the package in keeping with beauty of the modern store. Complementary colors are used for backgrounds. Slogans and trade marks are being boldly and accurately reproduced on the stands in a larger size than any other medium has been able to get into the store. The manufacturers have found that nowhere in the store could they get such bold representation of their visual selling arguments down within eyelevel.

All of the modern display stands are shipped knocked-down and are easy to assemble by either the salesman or the storekeeper. Properly conceived and designed they are proving to be a powerful and extremely economical advertising medium. All this effective work is due entirely to the fact that the stands are giving the package a well deserved chance to play the important part that they were intended to play in this era of fast moving merchandising age—activity.



COTTON V S. SILK

OMEN are sensitive to style and color. They represent by far the greatest purchasing power of all commodities sold by retail stores. They want "silk" — because times have changed. In packages, too, times have changed. Heekin gives you design and color on metal. Metal packages that have eye-appeal.

THE HEEKIN CAN CO. CINCINNATI, OHIO

HEEKIN CANS

with HARMONIZED COLORS



HIS Cameron machine cuts paper discs from a roll, prints them, inserts them in position and crimps them as the can is made. The can is filled in reverse position and then sealed by attaching the bottom. Thus, a perfect, tamper-proof seal is provided to give your customers visible proof that your product is fresh—and just as packed!

Better—but costs no more than old style cans—when made on CAMERON machinery.

We make every kind of machine for can manufacture—regardless of size or shape of can or output required.

The machine shown below is fully automatic and, operating at a speed of from 100 up to 200 cans a minute, provides a seal that costs no more—frequently less—than old-style, out-of-date can seals. Wherever used, sales have mounted, returned goods dropped! Write, today, for complete information.



America's first molded pulp liquor package

SEPTEMBER marks the appearance of the first American made molded paper pulp container for a liquor bottle. Under the auspices of those astute merchandisers and progressive packagers—Ben Burk, Inc.—the decanter bottle of Old Mr. Boston whiskies, gin and liqueurs, adopts this prestige package which is familiar to us as the characteristic container for the finest imported Scotches—Haig & Haig, White Horse, etc.

The primary purpose of these molded pulp containers was to prevent breakage in ocean shipment, but in American merchandising practice they have fulfilled a more important function by conferring shelf appeal and an astonishing amount of window display upon the brands they protected. Not only liquor dealers but also many bars, cafes and restaurants have placed the empty containers on year round display in their windows.

The Ben Burk container makes an excellent shelf and window display, being decorated on 3 sides and the top in embossed lettering in sunken panels and



carries a large full color label which duplicates the shape of the decanter bottle. Above the label this package is given further distinction by a red and black band label around the telescope cover.

The container is seamless in construction with a snug fitting cover and gives great protection to the bottle against injury in shipment or handling; forms a convenient consumer package and is new and distinctive. In size it greatly overshadows any of the containers which come over from Scotland. Moreover, it is planned to use this container for a number of products, all under the Old Mr. Boston brand.

These containers are manufactured in this country by the same process and under the same patents employed in Great Britain. It is planned to used these containers not solely as window displays and holiday packages but it is a permanent identification and package of the Old Mr. Boston decanter liquors.

TO SPOTLIGHT YOUR PACKAGE USE LACQUER

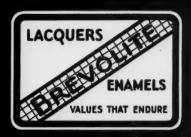
In the keen competition for attention on dealer's shelves and counters, lacquer can help your package stand out above all others. For lacquer adds lustre to color, and heightens visual appeal. ¶ Your package needs lacquer for protection, too — protection against moisture, grease, wear and tear. And lacquer-coated packages are washable as well as flexible. ¶ ZAPON has specialized for years not only in developing high quality industrial finishes but in solving the specific finishing problems of manufacturers in many different fields. Look into lacquer today, and into ZAPON'S ability to help you.

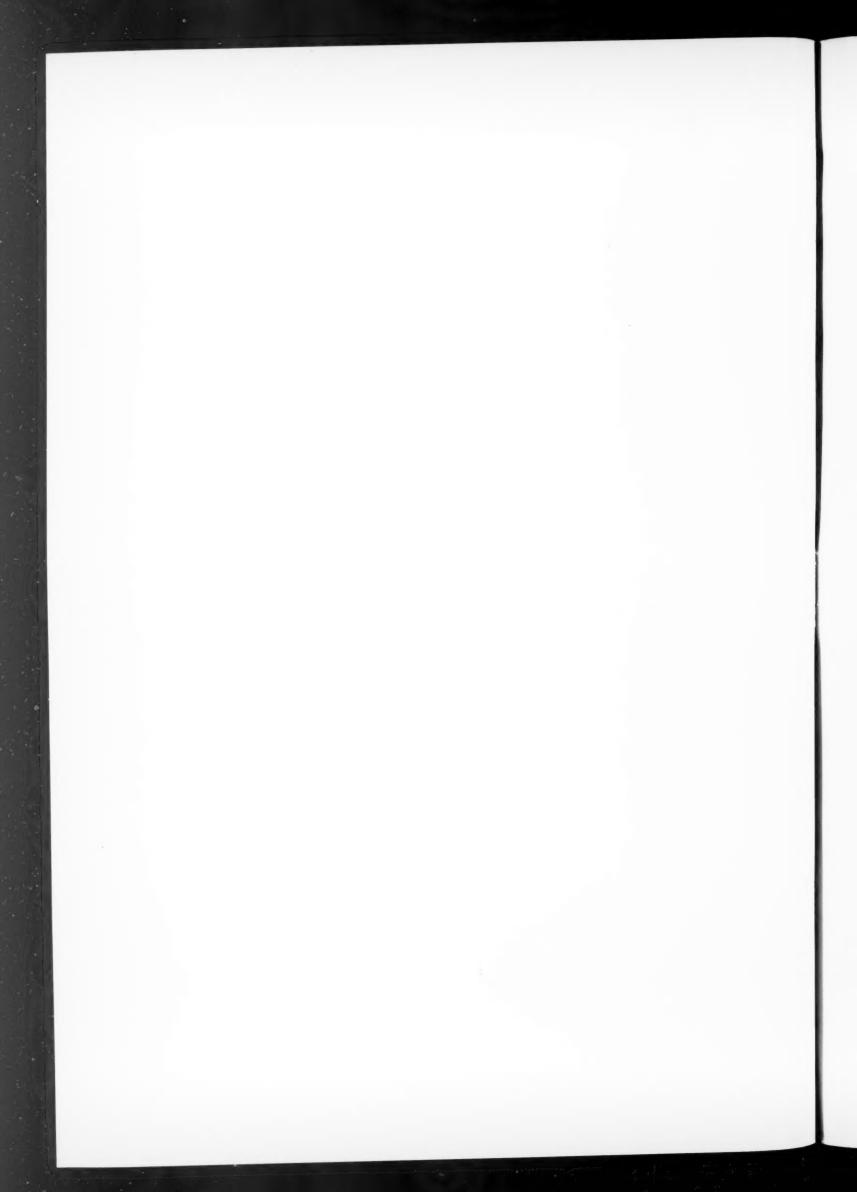
LABBL



EASTERN SALES
ZAPON DIVISION
ATLAS POWDER COMPANY
Stamford, Conn.

WESTERN SALES:
ZAPON-BREVOLITE DIVISION
ATLAS POWDER COMPANY
North Chicago, III.





Displaymen Turn to Plastics

(Continued from page 73) further finishing.

For counter displayers molded plastics are becoming popular because they can be produced in large quantities at very reasonable cost. Relief effects, embossed designs, manufacturers' trade names and trade-marks, and other insignia can be incorporated in the mold design. During the molding process it is also possible to include bright chromium metal inlay designs. These inlays become an integral part of the finished displayer and furnish a pleasing contrast with the lustrous finish of the molded piece.

One example of the effective use of molded plastics for a counter displayer is the Theon Company's rich looking molded stand for its professional manicuring aids. The stand holds six bottles of nail polish and one bottle of nail polish remover. The body is produced in jet black in sharp contrast to the ivory compartment

covers and closures.

One of the most popular forms of plastic materials for window displays, counter displays and display stands is Bakelite laminated. This material is fabricated by subjecting layers of resinoid varnish-treated paper to heat and pressure in a hydraulic press. It is produced in large sheets in a variety of colors and special designs. Here, too, the color is an integral part of the material. It is sturdy and can be machined in much the same manner as wood, although in structure it is much more dense. Sheets as thin as ½16 in. may be cemented permanently to a wooden base and also curved or bent. For displays which are to be subjected to constant wear or where liquids may be spilled, this material serves a double purpose, because it has a lustrous long-wearing finish and is unaffected by ordinary chemicals.

The material used in the Daggett & Ramsdell store display is Bakelite laminated, which is not only resistant to alcohol and chemicals, but will remain unaffected by a burning cigarette carelessly left on it. Such properties are, of course, vitally important to this type of display, as they practically eliminate the need for refinishing except at long intervals of time. The main paneling is in a light green with a dark brown border and chromium trimming. The initialed spot at the right of the display is of burnt orange. Clear glass allows the cosmetics to stand forth in their attractive containers.

The Hamilton Watch Company has recently adopted a display that combines all the elements of timeliness, distinctive appearance and durability. The base and shelves are constructed from glossy black Synthane (Bakelite laminated) which will retain its fine appearance indefinitely. The supports and bar around the base are brilliant chromium. Mounted enlargements of current Hamilton watch advertising are supplied to dealers regularly and these may be inserted easily into the slots of the chromium upright supports.

Bakelite Dental Products, Inc. are distributing this fall a new laminated plastic displayer to dental dealers. The triangular design of this illuminated displayer provides two-way vision on the dealer's counter. The display is constructed of durable jet black laminated, relieved with white and silver. Proper lighting and ventilation insure that the beauty of the celluloid transparency, produced from a direct color photograph, will not be affected through months of use.



ARABOL



are the finest products of their kind for all industrial requirements... they include that priceless ingredient: experience!—gained through half a century of doing one thing well.

THE ARABOL MFG. CO.

World's Largest Manufacturers of Glues, Gums and Pastes

110 EAST 42nd STREET • NEW YORK
54th AVENUE & 18th ST. 30 STERLING STREET
CHICAGO SAN FRANCISCO

Offices and Warehouses at Boston & Philadelphia

WRAPS PACKAGES

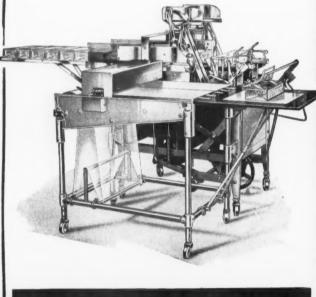
OF ALMOST ANY SIZE NEATLY—INEXPENSIVELY!



Extreme flexibility, uniformly neat packages, simple sliding adjustments, and astonishing speed are foremost features of the low-priced Miller "Economatic" Wrapping Machine.

The Miller wraps with Cellophane, Sylphrap, waxed papers, or waxed foil. It takes its power from an ordinary light socket and occupies very little floor space. A girl operator can be given complete charge.

Save on wrapping costs by writing for details today!



MILLER WRAPPING & SEALINGMACHINECO.
14 S. CLINTON STREET. CHICAGO

Another interesting use of laminated plastics for display purposes is offered by the Soft-Lite Lens Company which manufactures lenses to provide protection against glare and eye strain. To get over the idea that these glasses are equally useful for office and outdoor use, a mural effect was developed. Drawings were painted directly on light colored Formica which rests upon a sturdy base of the same material. There are two openings in this scenic background with a strong light behind to dramatize the protection these lenses offer against glare. Crowding is purposely avoided so that

the dominant note is the product.

The third type of plastic which can be used for merchandise displays is cast to form. It is usually supplied in sheets, tubes and rods. It is easily workable and may be highly polished. Reta Terrell has demonstrated effectively how this material may be employed to create an air of delicacy and refinement for perfumes. This effective counter sampler is produced from attractive peach colored Bakelite cast resinoid. It supports four vials containing perfumes of various scents. This permits the purchaser to select the perfume which appeals to her taste. The base is constructed with individual recesses for the bottles so that they cannot be tipped.

These examples are suggestive of only a few of the vast number of potentialities for plastics in the display world. At the all-important point of sale they serve as a stage setting, enhancing the personality of merchandise, and they are admirably suited to convey an atmosphere of quality. Properly utilized, they do not steal attention, but do their work with dignity—quietly and effectively without constantly shouting "Me too!"

It's in the Bow

(Continued from page 55) turn made them available to consumers in retail stores.

Cellulose ribbon is strong, ties easily and holds its shape. Even though bows may become a bit crushed, it is a simple matter to fluff them to their original perkiness. The versatile characteristics of cellulose ribbon make it possible to reproduce practically any type of design. Freydberg Bros. alone has some 750 different designs and old ones are being discarded and new ones added every day. It has been found possible to reproduce actual photographs and half-tone printing, and one set of ribbons is printed with a true copy of lace. There are plain ribbons for figured papers and tastefully designed ribbons for plain papers, not only for Christmas but for other gift occasions throughout the entire year. It has been learned from experience that 60 per cent of the people want their Christmas ribbons red, 25 per cent favor blue, and 10 per cent cling to green with a minor sprinkling of silver and gold. Brown, too, is making some headway and an unusual combination of silver and brown has been most favorably received. Copper is a brand new shade being featured for 1937. The new colors range from dainty pastels to rich bright shades, and the designs run from simple stars and dots to intricate figures and scenes. Plain transparent cellulose ribbon is available in 17 different colors this season. Freydberg Bros. has perfected its methods of producing these ribbons at low manufacturing costs until they are economical to use and profitable to sell.

Let's Go Fishing for More Business

(Continued from page 56) Newton line: Newton's Ace, the black waterproof casting line; Princess Pat, the famous cuttyhunk lines with the "Sorb Resist" finish, and Streamline, the remarkable fly casting line with "Newtonized" finish.

Third, the company adopted a true jobber-interest policy. The company determined that if the jobber were to be its friend, the company, in turn, must be the jobber's friend. Accordingly, none of Newton's branded goods is sold except through a recognized and established jobber. All inquiries received from consumers are referred to dealers who are referred to jobbers.

E. D. O'Connell, president of the company, recently had this to say: "While we feel that the quality of our merchandise and the fairness of our jobber selling policy has had much to do with our growth and success, nevertheless, we believe that a most important factor has been the attractive eye-compelling packages in which we have packed and sold our goods.

So, Mr. Reader, mark down another score in favor of modern packaging and, when you get ready to "fish for more business," remember to "bait your hook" with package designs that are sure to lure the buyer.

Facts vs. Fads in Packaging

(Continued from page 41) label, dressed up its packaging and sold more than double the number at eight cents or ten for fifteen cents than had been sold of the nickel item which was displayed and offered at the same time. As there was no way for the customer to determine by examination that this was a better item or would afford better service, it is obvious that the dressing up of the package conveyed the impression of better merchandise and produced more sales at the increased price.

This is offered as an illustration of the company's policy applied to packaging, so as to evaluate the merchandise. In consumer or retail selling, it is wise to remember it is merchandise that is being sold, not the house offering it. The merchandise must be right, attractively presented and convey a sense of value, or sales are not easily made. No institution can long succeed if the character, appearance and value of its merchandise is not maintained, no matter how much of a seeming "Rock of Gibraltar" reputation it may have

built up in the past.

Sears, Roebuck & Company's policy on packaging does not adhere to a uniform, fixed label design. We have heard much on the value of this. So-called promotion experts harp on it as a most important factor in the building of prestige and sales over a long period of time. But they fail to mention what the results might be or what might become of the value of this fixed label or package, if the merchandise fails to meet consumer acceptance. There is strong argument for indicating class, character and value of the merchandise by the package and label, and the package should emphasize the features of the merchandise rather than over-emphasizing an institution.

The customer is primarily interested in the merchandise, and in the house selling it only to the extent that it will back up its merchandise and quality. How many people know the name of the manufacturer of their



"Bostitching" A Sure Catch for Sales



For effective display cards: strong, economical containers: and oftentimes in the manufacture of the product itself—Bostitch solves the problem.

If you are looking for new ideas—write today for the answer, "How can Bostitching help my business?"

BOSTITCH SALES COMPANY

56 E. Division Street

East Greenwich, R. I.

	Ple reg dis	gar	d	t	0	1	Be	S	ti	te	h	1	ne	oi et.	n ho	a	ne Is	d	8	u f	gi	ge n	16	ti	c	n ha	8	H	li	th se	1		9	-30
Name																																		
Addre	88																																	
City																					9	ta	at	e										

favorite brand of cigarettes or of the food and household products which they use every day? You would have to take a magnifying glass to find the names of some of these manufacturers, although the brand names are on everybody's tongue, and stand out on the package and in their advertisements. Across from my office window are five large billboard displays advertising well known brands of dog food, whiskey, gin, cigarettes, etc., and I can't find the name of the manufacturer on any of them, even with a spy-glass.

The redesigning of packages under the Sears Roebuck policy becomes very flexible, because the package expresses values which are subject to frequent change. For example: the use of "Four Star" packaged merchandise may represent a large and fortunate purchase and an opportunity to present unusual value, thus calling for a new package which next season may again

demand another design.

Another necessity for flexibility does not come from the buying end of the business, but is determined by new styles sought by the customer, and so represents a phase of retail buying trends. The third flexible influence in the company's packaging is the constant change of display tactics and values expressed in type, color and design. In this way the package becomes decidedly the messenger of the merchandise and of buying trends.

In an interview with Herbert Ward, manager of the Package Development Division, I asked him to give me a brief statement on their general policy as applied to packaging, particularly for the company's Jubilee year,

and quote him as follows:

"We do not hesitate to redesign a package or change its color plan if we feel that by so doing we are able to emphasize new or special merchandise features. A good example of this is the treatment we have given our Golden Jubilee specials. In this case the emphasis is divided equally between the event and the commodity. Our brand names are retained prominently on the package to carry on after the event. This permits maximum concentration and flexibility in a promotion without suffering the customary readjustment period afterwards."

We can all learn from the successful experience of others, and particularly when the others are represented by an institution that has built up a business approximating an output of over a million dollars worth of

merchandise per day.

The following manufacturers supplied the packages shown in the illustrations accompanying this article: Imperial Box Co., Ace Carton Co., Shellmar Products Co., American Can Co. and National Metal Edge Box Company.

Cook Book Packages

(Continued from page 35) appear. The trade mark appears uniformly throughout on these panels, with such variation in color, layout, and size as will avoid

monotony in appearance.

"The broad face of the package was, of course, of equal importance, and since the Cook Coffee Company maintains a high standard of quality in its product, it was essential that the package look the part. To accomplish this, we used simple, dignified design and rich appealing colors. Where the prepared food product could be illustrated to advantage, we used appetizing.

the most versatile presses ever developed. Design permits frames and color units to be added after

These new Waldron machines, regardless of size, are all purpose fluid ink presses, adaptable for use of water colors, aniline, pigmented lacquer, rotogravure and, if necessary, regular printing inks. They also accommodate themselves to surface printing using practically any kind of rollers, plates or intaglio engraved shells. Without doubt,

installation without discarding original machine.

Either center or drum type rewinding may be built into the outfits as well as the drying ap-

Write our engineering department for full details and advisory engineering service.

JOHN WALDRON CORPORATION

Main Office and Works—NEW BRUNSWICK, NEW JERSEY
ON NEW YORK PORTLAND CHICAGO



IT'S CLIPLESS!



This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips. Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads. Ask for descriptive folder.

COLTON ARTHUR

2600 JEFFERSON AVE., EAST

DETROIT

ld of es kce 11

ıy

ge rse 11n

m

y

ts

u-

ge

ly

ie

ie

0

e

A n is

n ts n d

of d

f

is

d

MICHIGAN

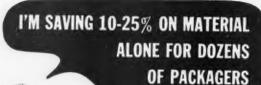
SEPTEMBER 1936

No. 17-A. Improved

Automatic Tube Filling, Closing and

Crimping Machine

99





Automatically sheets "Cellophane", Sylphrap, Glassine, Waxed Paper, Foil, etc., at the rate of 2,400 large size to 57,000 small size sheets per hour.

No Operator Needed

Handles two rolls at once-extra attachments for four rolls, thereby sheeting twice above number of sheets. Only one adjustment Slitter and Counter furnished

if desired—Operates from any electric light socket—Portable— Occupies floor space of 3' x 4', "ELECTRIC EYE" furnished if sheeting printed material.

Cut your own paper this quick, inexpensive way- and cut your costs per package. Write for full facts—and surprisingly low price.

PETERS MACHINERY COMPANY

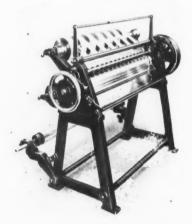
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVENUE, CHICAGO, ILL

SOMETHING "NEW UNDER THE SUN" AT LAST!!

-a RAZOR-BLADE Slitter and Rewinder giving a clean, "dustless" cut and beautifully polished edge in cutting "Cellophane" and other cellulose material. You know how little razor-blades cost, but on top o'that you use all 4 corners of the blade.

CAN YOU BEAT THAT FOR LOW MAINTENANCE COST

Ball Bearing Throughout Individual Rewind Tension adjusted without stopping Send for circular to-day



BECK Automatic Roll Sheet Cutter **DEMI Sheet Cutter**

CHARLES BECK MACHINE COMPANY 13th & Callowhill Sts.

Philadelphia, Pa.

colorful pictures, always keeping the art work at a high standard. In some items, color could be made to tie in with the nature of the product, but always, we aimed at distinction, and the idea of quality.

"In cartons where recipes or directions were required, they were placed on the back. There they had enough room to be clear and explicit, and could be set in type

large enough to be easily read.

Here we had an interesting, attractive front, the name of the product and the firm plainly displayed on the side, and directions on the back-an arrangement strongly suggesting a book. Tied up with the firm name, we had "Cook Book." The design was enthusiastically received by the Cook organization, and was the basis of all food packages in the line."

Officials of the Cook Coffee Company express themselves as being decidedly pleased with the reception accorded their new packages. The Cook Book idea has "caught on" with the selling organization, for the salesmen have found the handsome appearance of the new packages a real help in selling the idea of quality. Moreover, the convenience of the new packages provides a new selling feature, which has a strong appeal to their customers.

Cook Book, of course, is distinctly the package of the Cook Coffee Company, and to them belongs the credit for introducing this idea to staple packaging. But the basic idea-striking front, quick and attractive identification on the end, and directions, etc. on the back-is a formula that may well be utilized to advantage in the packaging of many products. Judging by the interest already displayed by manufacturers, it is only a question of a short time till this type of package is more widely adopted.

Handling of Wrapping Materials

(Continued from page 33) feeding of labels from a magazine attachment which is not shown as our interest is in the feeding of the wax paper up to the point where it reaches the guides E.

There is another group of sheet-feeding devices that have for their object the conveying of the sheet along horizontal lines. These are chiefly used for wide sheets and necessitate the introduction of a nipper to carry the sheet into the wrapping mechanism. In Fig. 3, a series of small belts as indicated at A carry the sheet B into the machine after it is cut off by a rotating cutter at C. The roll of wrapping material, indicated at D, travels along the line E and under a slackener roll F, after which it passes over the feeding roll G operating in conjunction with a pressure roll H. The pressure roll is under spring tension J at both sides. Timed with and running in conjunction with the feeding rolls are two rolls K and L, the upper of which cuts the sheet to the proper length while in time with the feeding; the lower roll has a slot into which the cutter rides as it goes through the sheet. The feeding rolls impart movement through gearing to a drive roll M which operates the small belts A slightly faster than the sheet feed. The sheets are conveyed into the machine one sheet for each cycle. The frame of the machine is indicated at N in which is mounted suitable mechanism for either tight or loose wrapping of the package.

Considering sheet feeding in a casual manner it might seem that almost any combination of rolls would bring the sheet into position. While this is true to some extent, experienced operators know that when a machine runs wild it is very difficult to locate the trouble and, therefore, various devices that insure greater accuracies for feeding various materials which have different peculiarities have been introduced into sheet feeding devices. Some of these are illustrated in Fig. 4.

The principal object of the feeding rolls, shown by the upper views, is to fold down both edges of transparent cellulose thereby stiffening the same lengthways. The sheet passing through the rolls is indicated at A, and as it traverses over the lower roll B the upper roll C co-acting therewith folds down the sheet a distance equal to D. The sheet is fed from right to left as indicated by the arrow E, and it therefore assumes a long beveled appearance at F as it is folded from the straight to the beveled section.

A method also used for stiffening the sheet and particularly adaptable to the feeding of wide sheets is shown by the two central views of Fig. 4. This is known as ribbing the sheet. The upper feed roll is indicated at G, the lower feed roll at H. The sheet J feeds from right to left as shown by the arrow K. Protruding from a supporting bracket at the K side of the machine, while the free end of the paper would protrude at the L side, are two rods above the sheet, these being indicated at M. Below the sheets are four bars N. This construction effects a ribbing of the protruding end of the sheet, thus greatly stiffening same so that it can be fed out for considerable distances in alignment, and thereby holding the sheet so that it will register accurately for folding around the package.

The three lower views in Fig. 4 show constructions of rolls for feeding. The two rolls at the extreme left P are of a regular type effective for feeding the sheet Q and can be made of any suitable material although one roll is usually rubber faced. A difficulty encountered in using this type of feed roll is that unless the roll bearings are in accurate alignment one side of the roll presses a little harder than the other, so that the sheet will crowd to one side of the other, and this becomes

particularly aggravating on the wider sheets.

The view at the center shows a wide roll R over which a sheet of wrapping material S is fed. A narrow rubber-faced roll is shown at T which feeds along the center of the sheet. This roll can be made to feed the sheet very accurately by setting it so that it pulls on the sheet centrally. A two-roll sheet feed construction is shown in the lower right hand corner of Fig. 4, and is particularly adaptable for feeding wide sheets. The lower roll V is made of tubing and is carried on a hub W at each end. Two rubber-faced rolls X and Y press near the outer edges of the sheet and feed the material which is indicated at Z. As the rolls X and Y are carried on a shaft held in adjustable boxes, more or less pressure can be applied at either end of the shaft to correct uneven feeding of the sheet. Or the two rolls may be ground slightly different in diameter when necessary, experimentation being required in each case to determine exactly the required amount.

A roll feed application adaptable to the feeding of wide sheets is shown by Fig. 5. The paper indicated at the extreme right is mounted on open bearings, and there is a weight at A supported on the outer end of the shaft which acts as a brake to keep the paper taut. At each end of the roll is a guide finger B which con-



A NEW DOUBLE SERVICE

on tubes and cartons

Only "New England" makes both tubes and cartons. More and more manufacturers and private brand distributors are taking advantage of this new double service. It saves so much time and bother for busy buyers. You get the well and widely known SHEFFIELD PROCESS TUBES . . . tin, tin coated, or lead. Only fine white clay coated board is used in our cartons. Modern

sales-getting design and perfect color harmony is produced in both items. Manufacturing economies are reflected in our moderate prices. Stock designs and sizes, or new private brand packages, are supplied. Whether you need 10 gross or 10 million, you get the kind of cooperation that means so much to maintaining production schedules and building bigger sales. These new Monarch Tubes and Cartons recently completed for The Davis Store. Chicago, are graphic evidence of the kind of work we do. Call or write our nearest office for suggestions, samples, and prices.



ONE SOURCE

NEW ENGLAND COLLAPSIBLE TUBE CO. CHICAGO - NEW LONDON, CONN. - NEW YORK

SPECIALISTS in the manufacture of CAN & BOTTLE CLOSURES









ET us quote you on your requirements. Hundreds of dies and molds available for Lead and Tin Collapsible Tubes, Aluminum and Nickel Plated Cork Tops, Polished Coppered Can, Sprinkler Tops, Screw Caps, Aluminum & Colored Zinc Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. Over 75 years' experience in meeting the needs of packagers. Call upon us for aid.

CONSOLIDATED FRUIT JAR COMPANY

New Brunswick

New Jersey



trols to some extent the side positioning of the paper. In this instance three slackener rolls are mounted diagonally, these being indicated at C. The slackener rolls travel along the guide slots which are shown at D in the lower view, their weight holding the paper tight.

The paper then travels over an idler roll E and is then fed by a series of large rolls or pulleys F into the machine, the feeding pressure being applied by the four small rolls G on the upper shaft. The lower view shows this pulley construction or paper drive with the sheet removed. A rocker shaft H supports a lever J at each side of the machine so that the four rolls G of their own weight press tightly against the sheet as it passes over the four pulleys. A pair of gears K drive the feeding pulley shaft and the paper tension roll shaft, thereby operating them in unison as there is considerable pull required to draw the wide sheets through the machine. There is, as an additional feature of this machine, an automatic stop construction, a portion of which is shown in the upper view and indicated at L. This rides on the sheet. If there is a break in the paper L will drop down, pivoting about M as a center so that the end of the rod at N will swing up and make an electrical contact which functions to stop the machine from feeding.

In certain types of wrapping machines it is not practical to cut the sheets off directly before the wrapping station, and this necessitates the introduction of a unit that will convey the sheets into the wrapping position after they have been cut off. An apparatus used for this purpose is shown by Fig. 6, which is similar in function

to some shown in previous illustrations.

The roll of paper is indicated at A. This travels into the machine along the line B, under a slackener roll C with a spring D tending to pull the same down and take up any slack in the paper which is intermittently fed, there being a drag on the paper roll to prevent it from rolling ahead. A sheet-feeding roll is indicated at E, while a tension roll F applies the necessary pressure for feeding the sheet. These two rolls are geared together. Supported fixedly on a bracket is a shear blade G against which a pivoting cutter H operates to cut the sheet off at that level. There is also a plate at J against which a clamping member K operates for the purpose of holding the roll of sheet material so it will not slide backwards. Roll F, by means of a tripping mechanism (not shown) releases the sheet slightly after each feeding and thus corrects inaccurate alignment.

The cut sheet drops from the position L where it is between the guide plate M and a revolving belt N and passes behind the belt at Q and the belt at R. Then the sheet goes around the pulley S and into the position T between the guides V and W where it is in position against the stop X so that a package Y can be fed in the direction of the arrow Z while resting on the plate I. Thus the sheet T may be wrapped around the package Y, in the usual manner indicated at Y-1, as it is fed into the machine. Belt Q is free to pivot about the shaft P on which it is mounted, operating in the direction of the arrow Z-1 so that the weight of the pulley P-1 and its supporting arm apply sufficient pressure for the feeding of the sheet when the belt at Q contacts

with the belt at R.

These belts which feed the sheets into the machines are timed so that they give a continuous run of sheets into position in unison with the wrapping cycle of the machine. Devices of this type are found to be particularly adaptable to installation in machines which have been built over for some purpose other than that originally intended.

The term auxiliary control devices might well be applied to the group of items shown by Fig. 7, as they refer chiefly to the methods of correcting or assisting in the feeding of sheet material. The three views across the upper portion of the illustration show how some machine operators prepare the end of a roll of paper so that it will more readily pass through the rolls and guides of the machine. The left view shows a corner torn off at A, the center view indicates how two corners are torn off at B, while some machine operators prefer to fold the corners over as at C, the amount of tear or fold being dependent on the judgment of the indi-

vidual set-up man.

By employing the guide plate construction shown at D in Fig. 7 the roll of wrapping material, when fed in the direction of the arrow E in passing over the guide, can be taken hold of through the slot F and thereby be more readily drawn into the machine by hand. The slotted construction also reduces the surface in contact with the paper, thus reducing the frictional contact. Referring to the view at the right center of Fig. 7, when feeding a cut-off sheet J in the direction of arrow G against a stop, there is often a rebound of the sheet in the direction of arrow H. To accurately locate the sheet under such conditions, a pair of pawls K are allowed to ride lightly over the sheet and drop behind the same. These pawls are pivoted on a shaft L mounted in side bearings above the sheet feeding level, the sheet being prevented by the two guide bars M from springing down. A side view of the pawls is shown at N with a sheet in contact therewith.

A method of stopping sheet rebound by means of a deflecting arrangement which drags the end of the sheet down is shown directly below the pawl rebound device where the sheet is indicated at P, the stop at Q and a bar, onto which the sheet drops, at R. Two of these units are employed, one being located near each side

of the sheet.

The lower view in Fig. 7 shows a type of drag finger that is caused to ride to one side of the center of the sheet as it is fed through the machine and tends to correct side feeding of the paper. The sheet is indicated at S, pivoted at T on a small shaft supported in side bearings is a block V that carries a wire W which rests on the sheet. There is a counterweight at X which may be set at a suitable distance from shaft T so that the drag on the paper will be just sufficient to correct the side feeding without throwing the feed to the opposite side. This correction is applied to the sheet before it is cut off.

Typical sheet guide arrangements are shown in Fig. 8, where the object in grooving the long feed roll A is to permit the introduction of three support wires at B for the sheet. The two feed-roll shafts C and D are geared together in the usual manner and two rubber faced rolls are used at E. Sideways the sheet is guided at the left and right by plates F and G which are formed so that the outer edges of the sheet ride thereon, this being particularly important where the sheet overhangs the rolls any considerable amount.

The object of the saw toothed construction N shown in contact with a cut sheet at H in Fig. 8, is to reduce



SEPTEMBER 1936

Rochester : Chicago : Cleveland : Detroit

SCRANTON, PA.

New York

INKS

WITH A REPUTATION

originators of opaque aniline inks

- Opaque Aniline White #20682 for glassine, regular cellophane carton and paper stocks.
- Opaque Aniline Buckeye White #24881—Designed especially for moisture proof and heat-sealing cellophane.
- Opaque Aniline Yellow #21253—suitable for any type of stock.

These immediate drying OPAQUE aniline inks work clean, are free from settling, and can be used alone or with various dyestuffs.

CRESCENT INK & COLOR COMPANY OF PA. PHILADELPHIA

Bismobleck
HOTEL
chicago

SAVE TIME!

The convenience of this newest Loop hostelry to Everything in down-town Chicago saves you minutes and effort.
An ultra-modern hotel equipped with services offering you the ultimate in excellent living.

Write for booklet.

Known for Good food

the frictional contact surface on the sheet as it is drawn across in the direction of the arrow K, this guide being one of three or more which are used for supporting wide sheets, they being held on cross rods passing through holes at L and M.

In conclusion, two sheet guide boxes used in connection with a vertical feeding arrangement are shown in the lower portion of Fig. 8. These go below the cut-off shear and would be applicable for installation in the Fig. 1 type of sheet feed. At the left and indicated as P is a guide box consisting of a rear plate Q, a front plate R, two spacers S and three half wires T at the rear with two half wires V at the front. These wires are shaped so that the paper W will readily enter when starting to feed, and their object is to reduce to a minimum the guiding contact surface thereby eliminating static where the wrapping material is inclined to be electrically charged.

Referring to the sheet guide box in the lower right hand corner at X, this is built up with a back plate Y, by means of which the guide is attached to the machine, and a single sheet metal formed section at the front and sides. There is a slot at Z for finger clearance which is a convenience found useful when starting the paper through the machine.

This entire group of roll feeding devices gives a good idea as to the methods of approaching wrapping problems, and the article has been written from the standpoint of giving operators a better insight into the actual machine operation rather than from a detailed construction view applicable to machine design.

WANTED...

Representation in Middle Western States

By large and representative manufacturer of setup paper boxes. No objection to representative carrying some complementary line. Commission basis.

Box X 104
MODERN
PACKAGING
425 Fourth Ave.
New York City

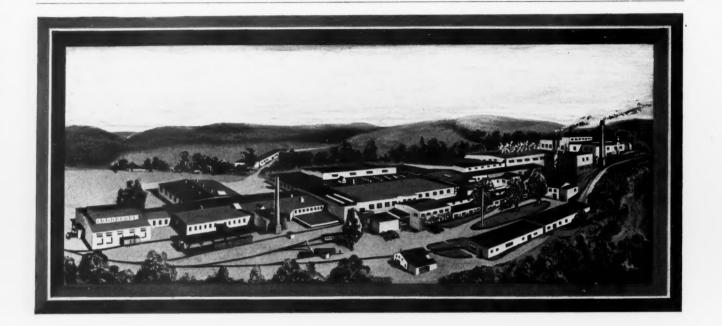
INDEX OF ADVERTISERS

Acme Steel Co.	8
Aluminum Co. of America	
American Can Co	Cover
American Coating Mills, Inc., Carton Division	13
Anchor Cap & Closure Corp	10-11 95
Arabol Manufacturing Co., The	81
Atlas Powder Co., Zapon Division	94-95
Beck Machine Co., Charles	
Bismarck Hotel	
Bostitch Sales Co	
Burt Co., Ltd., F. N.	
Capstan Glass Co	10-11
Cameron Can Machinery Co	94
Chambon Corp	
Colton Co., Arthur	
Consolidated Fruit Jar Co.	102
Consolidated Molded Products Corp	103
Container Corp. of America	17
Crescent Ink & Color Co. of Pa	104
Crown Cork & Seal Co	15
Ferguson Co., J. L.	6
Forbes Lithograph Co	
Fort Orange Paper Co	106
General Plastics, Inc	
Hampden Glazed Paper & Card CoInser	
Hazen Paper CoInsert	14-15
Heekin Can Co	93
Hinde & Dauch Paper Co., The	69 92
Kay Displays, Inc	
Keller-Dorian Paper Co., Inc	16-17
Kimberly-Clark Corp	27
Kimble Glass Co	21
L. C. Machinery Co., Inc.	9
Lusteroid Container Co., Inc.	20 97
Maryland Color Printing Co	91
McLaurin-Jones Co	12-13
Miller Wrapping & Sealing Machine Co	96
Mundet Cork Corp	26
Nashua Gummed & Coated Paper Co	96–97 23
New England Collapsible Tube Co	101
Ottawa River Co	78
Owens-Illinois Glass Co	30
Package Machinery Co	89
Peters Machinery Co	100
Phoenix Metal Cap Co	
Redington Co., F. B.	3
Resinox Corp	4
Reynolds Metals Co., IncInsert 2	
Riegel Paper Corp	87 5
Royal & Co., Thomas M.	14
Salem Glass Works	
Schmidt Lithograph Co	16
Standard-Knapp Corp	12
Stanley Manufacturing Co	7 83
Sun Tube Corp	24
Union Paste Co	90
Union Steel Products Co	77
U. S. Printing & Lithograph CoInsert 2	
U. P. M. Kidder Press Co., Inc.	22
Waldron Corp., John	99
White Cap Company	28
Zapon Division, Atlas Powder Co	



While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

MODERN PACKAGING
BRESKIN & CHARLTON PUBLISHING CORP.
425 FOURTH AVENUE, NEW YORK CITY





Plant of FORT ORANGE PAPER COMPANY CASTLETON ON HUDSON, N. Y.

Manufacturers of Paperboard, Folding Paper Cartons and Display Containers

New York City

Boston

THE CUNEO PRESS, INC., U. S. A.

Again
Durez
revolut
color of
lighter
jars wit
mar or
A de
Wheth
with D
age with
No n
the post
jars, cl
month.

DOUBI ing. It co together

take ple

Jars that make them

STOP-LOOK BUY!

Again a designer takes advantage of the full possibilities of Durez . . . The Colt Patent Fire Arms Company has created a revolutionary new idea in packaging. These new designs permit color combinations never before possible—they result in jars lighter than conventional jars, yet practically unbreakable . . . ars with a sleek, satiny surface finish that will never dull or mar or crack.

A designer can forget limitations when working with Durez. Whether the package be large or small, simple or complex, with Durez he can create a new attractive package . . . a package with a smooth "quality" look, a real sales asset.

No matter what your product, it will pay you to investigate the possibilities of Durez packaging. Let us send you sample ars, closures, boxes . . . and "Packaging News" free each month. Write General Plastics, Inc., 129 Walck Road, North Tonawanda, New York.

The Modern Packaging Materal



DOUBLE-DECK CREAM JAR—something brand new for traveling. It can be separated into two complete jars when in use, and screw together as one when packing. Compact and attractive—can be had in various colors. Both the jar and the finish are strong enough to take plenty of battering, without damage. Molded by Colt.



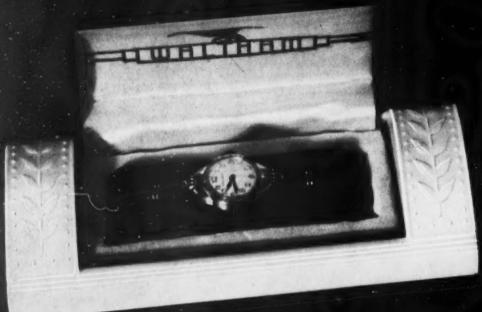
HERE'S THE NEWEST THING IN PACKAGING. These Coltmolded Durez jars are made in three pieces . . . an inner shell, an outer shell, and a cap. This unusual construction makes possible a three color jar that is practically unbreakable. It looks as large as the old style cream jar, yet weighs up to 60% less! The Durez finish will never scratch or dull, and is inert to all types of creams.



WEIGHT 4.8 OZ. COMPLETE. This three-jar Colt ensemble kit consists of a molded Durez base into which are set the liners of the three piece jars. The Durez jars fit snugly, cannot turn . . . the kit offers possibilities for group packaging, special deals or in introducing a new line. Names and trade-marks can be molded in the jar tops and the base.

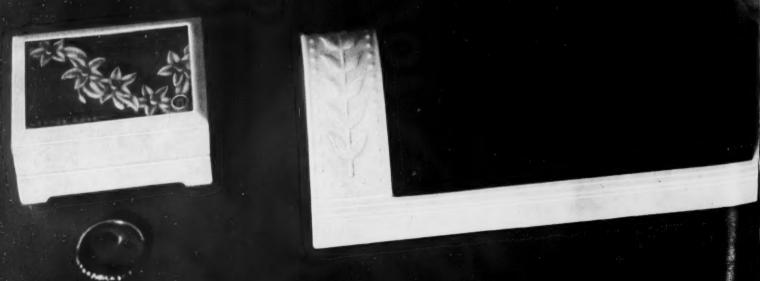






WATCHES AND WEDDING RING

Gifts that all the work cherishes fittingly presented in Plasko—Molded Color. The Waltham Water Box, designed by Eugene Lux, is striking blending of the color values, ivory and blue. And the ivory tones the Orange Blossom Ring Box, designed by V. T. Salter, are all beauty and love ness. Plaskon—Molded Color—will all give your product the colorful presentation it needs—and merits.



PLASKON COMPAN

N C O R P O R A T E D

2122 SYLVAN AVE., TOLEDO, OHIO

CANADIAN AGENTS: CANADIAN INDUSTRIES LIMITED, MONTREAL, P.